

CHILTERN & THAMES

RIDER

Media Guide 2017



www.chilternrider.com

Media House | 21 Kingsway | Bedford | MK42 9BJ | Telephone: 01234 224995



MEDIA HOUSE

CHILTERN & THAMES RIDER

- 84-100 page monthly glossy magazine, perfect bound
- 10,000 monthly circulation
- Cover price £3.25
- Readership estimated at 24,000 per issue = 312,000 pa

Distributed through:

- WH Smith
- All regional independent newsstand
- Equestrian retailers
- Equestrian centres
- Subscription
- C&T Rider's trade stands at shows
- E-magazine subscribers

'CT Rider', the popular name used by our readers, is the definitive equestrian voice of the region.



Celebrating the acquisition of CTR Magazine and Championship Shows by Media House of Bedford November 2016



MEDIA HOUSE

HISTORY

- **1992** Chiltern Rider launched Sept 1992 - circulated in Herts, Beds, Bucks, Middx
- **1994** Increased the number of issues published per year from 11 to 12
- **1995** Chiltern & Thames Rider launched 1995 with an increased circulation area of Herts, Beds, Bucks, Middx, Northants, Cambs, Berks and Oxon
- **1997** 1st Chiltern & Thames Rider Showjumping Championships August 1997 at Knebworth Park
- **2001** 1st Chiltern and Thames Rider Dressage Championships at Keysoe
- **2005** 1st CTR Showing Championships at Widmer EC
- **2006** 1st combined CTR Showing and Showjumping Championships at Herts County Showground
- **2007** Launch of e-magazine with page turning software
- **2010** Chiltern Equine Veterinary Clinic commit to a three-year contract to sponsor the CTR Summer Championships
- **2011** New website launched
- **2012** Published Equifest Catalogue 2012 with a four-year contract
- **2016** NOVEMBER CTR MAGAZINE AND SHOWS ARE TAKEN OVER BY MEDIA HOUSE OF BEDFORD



PUBLICATION SCHEDULE



CHILTERN & THAMES
RIDER

Issue Number	Month Date	Copy Deadline	Advertisement Date	On-Sale	Monthly Special Features
289	March	27/1/17	01/02/17	10/02/17	<ul style="list-style-type: none"> • Shows Issue Part I • Stallion Issue • Spring Fashions • Kit and Competition Wear • Safety Products • Feeding for Competition • Conditioning Mixes/Boosting Supplements/Balancers/Electro-salts • Equine Studies - College Courses and Careers
290	April	24/2/17	01/03/17	10/03/17	<ul style="list-style-type: none"> • Shows Issue Part II • Showing Special • Clothing, Tack, Accessories for Showing • Feeding for top-line and condition plus Supplements and Calmers • Laminitis • Paddock Maintenance / Weed Control • Moody Mares
291	May	24/3/17	29/03/17	07/04/17	<ul style="list-style-type: none"> • Shows Issue Part III • Directory of Show Secretaries • Shampoos, Conditioners, Sheen products and general Grooming Aids • Show Jumping special • Competition Kit and Clothing for Show Jumping • Helmets • Surfaces and Arenas • Easy breathing, Allergies, Headshaking
292	June	21/04/17	26/04/17	05/05/17	<ul style="list-style-type: none"> • Dressage Special • Competition Kit and Clothing for Dressage • Schooling without an arena • Horse and Yard Security • Worming - the clever and effective way to keep worms at bay • Good Digestion and Stress Busting
293	July	26/05/17	31/05/17	09/06/17	<ul style="list-style-type: none"> • Protecting Turned-Out Horses in summer • Coping with Hard Ground • Nutrition - value of grass dropping off • Schooling and Protective Boots • Flies, Cracked Feet, Sweet-itch, Sunburn • Summer Turnout/Fly Rugs
294	Aug	23/06/17	28/06/17	07/07/17	<ul style="list-style-type: none"> • Getting ready for the Championships • Tips on Ring Craft • Are you ready for an Evening Performance? • Meet the CTR Judges • Showjumping Clinic • Pony Club and Adult Camps • Fabulous Foals
295	Sept	21/07/17	26/07/17	04/08/17	<ul style="list-style-type: none"> • Autumn Feed • Forage/Chops/Chaffs/Balancers • Effective Feeding for leisure horses and horses in light work and competition • Autumn/Winter Fashion • New Season Rugs

PUBLICATION SCHEDULE (cont.)

Issue Number	Month Date	Copy Deadline	Advertisement Date	On-Sale	Monthly Special Features
296	Oct	25/08/17	30/08/17	08/09/17	<ul style="list-style-type: none"> • Bedding Choices • Clipping • Supplements - a comprehensive guide for all types • Handy products in the yard • Gloves and Whips • HOYS Preview. Qualified locals • Christmas Shopping
297	Nov	29/09/17	4/10/17	13/10/17	<ul style="list-style-type: none"> • Christmas Gifts Part I • Reflective Wear for horse and rider • HOYS • Insurance • Horse Sharing • Winter Feeding - All types
298	Dec	27/10/17	1/11/17	10/11/17	<ul style="list-style-type: none"> • Christmas Gifts Part II • Saddlery, Bridle Wear and Accessories • Gadgets - do they work? • Christmas with the A-List Celebs and CTR Champions • Heavyweight Rugs for the Winter Chill • Casual Wear for Men
299	Jan 2018	24/11/17	29/11/17	08/12/17	<ul style="list-style-type: none"> • Highlights of 2017 • Veterans: Nutrition to keep them supple • Fussy eaters • Teeth • Holidays • Mud Fever • SHOW PLANNER 2018
300	Feb 2018	29/12/17	3/01/18	12/01/18	<ul style="list-style-type: none"> • Stallions Part I • Breeding • Transport / Travel / Travel Wear • Insurance and Rescue/ Lorries versus • Trailers / Training to Tow • Best Towing Vehicle for your Trailer • Feeds and Supplements for Breeding • First Aid Kit • Leather Care • SERVICES DIRECTORY 2018 (A5 pocket guide to keep)

EVERY MONTH REGULARS

- A-Lister Interview
- 5 minute interviews with Top Locals
- Advice from our Panel of Vets
- Feeding and Nutrition from the experts
- Equine Therapy
- Major Shows Highlights
- Locals Shows Round-Up
- Blogs from CTR Ambassadors
- Tried and Tested by the Team
- The month in pictures - Highlights
- News
- Diary Dates
- Big Days Out
- Results
- Readers' Giveaways and Competitions

CTR Championship reports

December, June and November

SPONSORSHIP OPPORTUNITIES

Why not link up with Chiltern and Thames Rider Championships?

We run three championship shows a year – Summer Showing and Show Jumping which takes place at Herts County Showground in September and Summer and Winter Dressage which take place at Bury Farm EV in the Spring and Autumn

- Summer Showing and Show Jumping sponsored by TC Feeds and The Tack Haven (tbc)
- Winter Dressage sponsored by Wendover Heights Equine
- Summer Dressage – currently available for sponsorship

The CTR championships offer customers an ideal publicity platform, backed up by promotion and reports in the magazine, the website and regular e-newsletters to our members. Clients can choose to sponsor anything from a single class to taking the whole championship prefix i.e. TC Feeds & Tack Haven CTR Championships.



MAGAZINE DISPLAY ADVERTISEMENT

FULL PAGE	£299
276mm deep x 180mm wide for ads to fit within margins. (A4 format. For bleed ads, allow 3mm bleed on all edges. On the inside edge allow for a 15mm margin due to perfect bound)	
BACK COVER	£350
297mm deep x 210mm wide	
INSIDE BACK COVER	£325
297mm deep x 210mm wide	
INSIDE FRONT COVER	£325
297mm deep x 210mm wide	
1/2 PAGE VERTICAL	£225
276mm deep x 88mm wide	
1/2 PAGE HORIZONTAL	£225
136mm deep x 180 wide	
1/4 PAGE VERTICAL	£150
136mm deep x 88mm wide	
1/4 PAGE HORIZONTAL	£150
66mm deep x 180mm wide	
1/8 PAGE	£95
66mm deep x 88mm wide	
1/16 PAGE	£75
31mm deep x 88mm wide	

TERMS

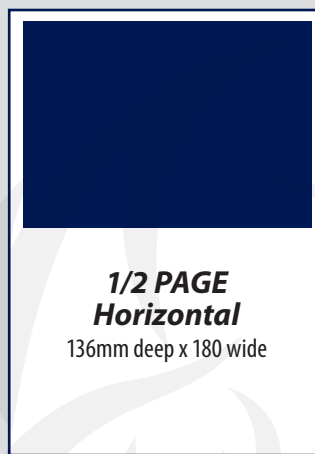
The prices apply when final advert is supplied as print quality (high resolution) PDF, JPEG, TIFF, EPS. Otherwise the following design/set up charges must be added:
Full page £50, 1/2 £30, 1/4 £16, 1/8 £9, 1/16 £5



FULL PAGE

276mm deep x 180mm

A4 Format
(For bleed ads, allow 3mm bleed on all edges. On the inside edge allow for a 15mm margin due to perfect bound)



**1/2 PAGE
Horizontal**

136mm deep x 180 wide



**1/2 PAGE
Vertical**

276mm deep
x 88mm wide



**1/4 PAGE
Vertical**

136mm deep x 88mm wide



**1/4 PAGE
Horizontal**

66mm deep x 180mm wide



1/8 PAGE

66mm deep x 88mm wide



1/16 PAGE

31mm deep x 88mm wide

SPECIAL PRICE ADVERTISEMENTS AND CLASSIFIED RATES

1/4 PAGE HORIZONTAL£125

66mm deep x 180mm wide

£330 (3 issue run)

£600 (6 issue run)

1/4 PAGE VERTICAL£125

136mm deep x 88mm wide

£330 (3 issue run)

£600 (6 issue run)

1/8 PAGE£75

66mm deep x 88mm wide

£205 (3 issue run)

£365 (6 issue run)

1/16 PAGE£54

31mm deep x 88mm wide

£132 (3 issue run)

£240 (6 issue run)

BUSINESS DIRECTORY CHARGES

Includes company name, logo, telephone number and email or web address only - £180 for 6 issues.

TERMS

The prices apply when final advert is supplied as print quality (high resolution) PDF, JPEG, TIFF, EPS. Otherwise the following design/set up charges must be added:

Full page £50, 1/2 £30, 1/4 £16, 1/8 £9, 1/16 £5

MEDIA PACKAGE

Contact us for a package price for magazine and website adverts, e-campaign and social media posting

LEAFLET INSERTS

from £45 per 1000 - (min 1000 - max 6000 per issue).

ADVERTORIAL PRICING

£65 1/8th page - 120 words plus one image

£100 1/4 page - 250 words plus up to two images

£185 1/2 page - 500 words plus 2-3 images

£225 Full page - 800 words plus 4-5 images

WEBSITE ADVERTISING

www.chilternrider.co.uk is increasingly popular with our magazine readers. We publish on line:

We offer the following Website Advertising Options:

- Horizontal banner - £100 for 30 days
- In the left or right margins - £35 for 30 days.

This is for an image or media file supplied and ready to up load.

Sizes can be discussed.

E-CAMPAIGN ADVERTISING

£150 per run to 10,000 current equestrians in the CTR region

We have a database of customers, readers, subscribers and members of our showing, show jumping and dressage clubs - amounting to 10,000 unique addresses.

We can send a marketing or advertising email to all or selective groups of our up to date database of equestrians for a charge of £150 per campaign. This assumes pdf, html or other type of page is supplied.

EQUESTRIAN SHOW PROGRAMMES

We can produce show catalogues which includes the design and printing. Prices on request.



Contact

Chiltern and Thames Rider

OFFICE ADDRESS: Media House, 21 Kingsway, Bedford, MK42 9BJ

EDITORIAL - 01234 224995

ADVERTISING - 01234 224995

ACCOUNTS - 01234 224995

CTR SHOWS - 01234 224995

SUBSCRIPTIONS - 01234 224995

NEWS - 01234 224995

MANAGING DIRECTOR: Steve Elliott
steve@chilternrider.com

PUBLISHER: Helen Gross
helen@chilternrider.com

GUEST EDITOR: Charley Snowdon
charleysnowdon@chilternrider.com

www.chilternrider.com

SALES & ADVERTISING: Steve Elliott
steve@chilternrider.com

ADVERTISING: Clare Tobin
clare@chilternrider.com
Tel: 01234 224995



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