



2017 MEDIA
GUIDE



Official Publication of the

HORSE COUNCIL BC



PUT THE POWER OF PRINT TO WORK IN YOUR MARKETING PROGRAM

DEMOGRAPHICS

HORSE COUNCIL BC is the largest equine association in BC and the largest multi-breed equine organization in Canada.

NUMBER OF MEMBERS

24,500



173 EQUINE ASSOCIATIONS

156 EQUINE BUSINESSES

QUICK FACTS:

- **HCBC Founded:** 1980
- **2014 Individual Membership:** 23,769
- **BC's Equine Lifestyle Launched:** 2010 & re-imagined in 2014
- **Magazine Frequency:** Biannual
- **Print & Digital:** Print editions are sent directly to each current HCBC member and given out at events across BC. The digital edition is available for download from the HCBC website for everyone.
- **E-newsletter:** HCBC's monthly e-newsletter gets distributed to over 16,000 of our members, clubs, affiliates and businesses throughout BC.
- **E-news Readership:** The average open rate of an HCBC e-newsletter is well above industry average at 37%.



**HORSE COUNCIL
BRITISH COLUMBIA**

BC'S EQUINE LIFESTYLES

Official Publication of Horse Council BC
27336 Fraser Hwy., Aldergrove, BC V4W 3N5

www.hcbc.ca | Visit us on Facebook

FOR ADVERTISING ENQUIRIES

Contact: communication@hcbc.ca

MEMBERSHIP ADVERTISING

Club Members receive 20% discounts
Business Members receive 20% discounts
Premium Business Members receive 30% discounts

Not an HCBC Business member? Contact
HCBC communication@hcbc.ca

BC's Equine Lifestyle

2017 RATE CARD

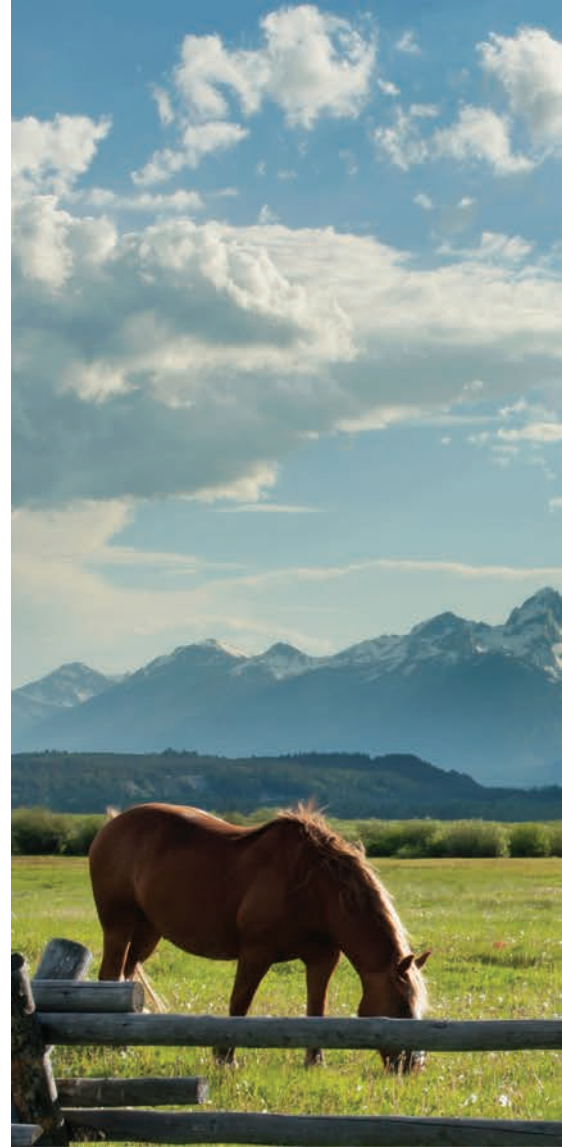
RATES PER ISSUE	1X	2X
Full Page	\$1,000	\$800
1/2 Page	\$600	\$500
1/3 Page	\$400	\$300
1/4 Page	\$250	\$150
Business Card	\$150	\$100

PREMIUM POSITIONS	1X	2X
Inside Front/Inside Back	\$1,200	\$1,050
Outside Back	\$1,300	\$1,100

HCBC E-NEWS & FORUM RATES

RATES PER E-NEWS AD	Ad Rates
Monthly	\$100/mo
Quarterly	\$75/mo
Annually	\$50/mo

RATES PER FORUMS AD	Ad Rates
Monthly	\$150/mo
Quarterly	\$125/mo
Annually	\$100/mo



Official Publication of the

**HORSE
COUNCIL
BC**



**HORSE COUNCIL
BRITISH COLUMBIA**

BC'S EQUINE LIFESTYLES

Official Publication of Horse Council BC
27336 Fraser Hwy., Aldergrove, BC V4W 3N5

www.hcbc.ca | Visit us on Facebook

FOR ADVERTISING ENQUIRIES

Contact: communication@hcbc.ca

MEMBERSHIP ADVERTISING

Club Members receive 20% discounts
Business Members receive 20% discounts
Premium Business Members receive 30% discounts

Not an HCBC Business member? Contact
 HCBC communication@hcbc.ca



2017 PUBLICATION DEADLINES

E-News

Deadline: 25th of Each Month

2017 Spring/Summer

Deadline: March 24, 2017

2017 Fall/Winter

Deadline: September 22, 2017

TECHNICAL

Trim Size: 8.5" x 11"

Live Area: 8" x 10.5"

Full Bleed: .25"

1/2 Page Horizontal - 8.5" x 5.5"

1/2 Page Vertical - 4.25" x 11"

1/3 Page Horizontal- 8.5" x 3.66"

1/3 Page Vertical - 2.83" x 11"

1/4 Page Vertical - 4.25" x 5.5"

1/6 Page Horizontal - 2.5" x 5.5"

1/6 Page Vertical - 5.5" x 2.5"

ARTWORK REQUIREMENTS

All digital colour files should be supplied in CMYK at 300 dpi resolution. Grayscale artwork should be provided at 300 dpi. Line art should be at 600 dpi. Accepted file formats are high-resolution PDF, EPS, TIFF or JPEG. All fonts should be embedded in the file or converted to outlines. HCBC reserves the right to refuse any ad at their own discretion

E-NEWS & FORUM TECHNICAL

E-NEWS & FORUM ARTWORK REQUIREMENTS

Accepted file formats are high-resolution PDF, EPS, TIFF or JPEG. All fonts should be embedded in the file or converted to outlines. All digital colour files should be supplied in CMYK at 120dpi resolution.

E-News Ad size must be 199 x 240 pixels

Forums Ad size must be 180 x 600 pixels



**HORSE COUNCIL
BRITISH COLUMBIA**

BC'S EQUINE LIFESTYLES

*Official Publication of Horse Council BC
27336 Fraser Hwy., Aldergrove, BC V4W 3N5*

www.hcbc.ca | Visit us on Facebook

FOR ADVERTISING ENQUIRIES

Contact: communication@hcbc.ca

MEMBERSHIP ADVERTISING

Club Members receive 20% discounts
Business Members receive 20% discounts
Premium Business Members receive 30% discounts

*Not an HCBC Business member? Contact
HCBC communication@hcbc.ca*



Official Publication of the

**HORSE
COUNCIL
BC**

