

CAMPDRAFTING ● PROFILES ● COOKING ● GARDENING ● SHOPPING

*The Australian*  
**Campdrafting**  
MAGAZINE

**MEDIA KIT**



## About the owners Cameron & Kate Jones

A couple with a reputation for innovative thinking, a strong work ethic and quality in everything they commit to, Cameron and Kate Jones are proud to add the Australian Campdrafting Magazine to the enterprises they currently own and manage.

A third generation Campdrafter, Cameron understands that Campdrafting is more than a hobby, it is a lifetime passion. With Kate's background in communications and the couple's passion for good old-fashioned hard work, becoming the owners of the Australian Campdrafting Magazine was a natural step.

The couple understand that Campdrafting is Australia's own horse sport, and while it is already hugely popular around Australia, with thousands of competitors enjoying the friendship and competition most weekend of the year, Cameron and Kate recognise that it can only really continue to grow.

For the sake of their valued advertisers, Cameron and Kate are determined to provide a publication that is a quality platform for the significant investment Campdrafters make in horses, horse products and services, trucks, vehicles and more.

Cameron and Kate believe that a job worth doing, is worth doing well. In every area of business, they are known for their commitment to delivering products and services they can be proud of. As owners of the Australian Campdrafting Magazine, their commitment is to providing advertisers, industry representatives and readers with a quality publication worthy of this great sport.

*"Campdrafting is our life and our passion. We approach the Magazine with the same friendly, honest and professional approach we bring to all our business enterprises. We are committed to serving the needs of the Campdrafting community by providing independent and informed news, articles and advertising. Our growing base of journalists and photographers will continue to work with us to deliver a publication of which the Campdrafting community can be proud."*

*Cameron & Kate Jones*

### The team at the Australian Campdrafting Magazine:

- Are committed to providing readers and advertisers with a quality product, and a reliable source of information.
- Are friendly, professional and honest.
- Pride ourselves in the industry and the Campdrafting community and love what we do.
- Are always open to feedback and looking for new and improved ideas.

The Australian  
**Campdrafting**  
MAGAZINE

# Affordable advertising solutions including magazine, website and social media

The Australian Campdrafting Magazine is run by horse people for horse people. Campdrafting is Australia's very own horse sport, a family-oriented sport with all members of the family being able to participate. It is hugely popular all around Australia with thousands of competitors enjoying the friendship and competition most weekends of the year.

The Australian Campdrafting Magazine is proud to work with our loyal advertisers to promote and introduce their products and services to the Campdrafting community - including breeders, competitors, industry representatives and enthusiasts.

We concentrate on including stores in the magazine that appeal to the elite horse person through to the general horse lover. Included in each issue are general interest stories as well as event articles and photos. We also include up to the minute industry information wherever possible.

With six issues each year, the Australian Campdrafting Magazine distributes 15,000 copies Australia-wide and regularly sells out. Our circulation base is even wider, with many readers 'sharing the magazine' and put it on display in public places and businesses.

Our paid subscribers are currently growing rapidly, and our commitment to accurate, informative and independent information keeps readers engaged and keeps your products and services front of mind.

By advertising with the Australian Campdrafting Magazine, you'll achieve effective and successful results in reaching and connecting with your customers. Our competitive advertising rates start from as little as \$66.00 - a cost effective way to reach more than 37,500 readers each month.

Our team of journalists, photographers and designers are committed to creating a publication that readers will enjoy, keep and come back to over time.

## Our Website

Our website is regularly updated with each issue, has an online shop and up to date stallion and trainer directories. We currently receive over approximately 4,000 visitors each month mainly from Australia and the USA.

## Social Media

We have an active Facebook page with over 6,500 likes (and growing) and a new Instagram Profile which is growing in followers each day.

## Advertising Deadlines / Features

Magazine	Features	Deadline
February / March	Trainers Feature	1st January
April / May		1st March
June / July		1st May
August / September	Stallion Feature	1st July
October / November	Stallion Feature	1st September
December / January	Landmark Sale Christmas Shopping	1st November

The Australian  
**Campdrafting**  
MAGAZINE

# ACM RATE CARD

## Magazine Advertising

**Double Page Spread**  
420 x 297 mm + 5mm bleed

**Full Page**  
210 x 297 mm + 5mm bleed

**1/2 Page Vertical**  
90 x 275 mm

**1/2 Page Horizontal**  
190 x 135 mm

**1/4 Page Horizontal**  
90 x 135 mm

**1/4 Page Vertical**  
190 x 60 mm

**Trades / Services Business Card**  
60 x 90 mm

Ad Type (Includes professional design)	Size w x h mm	Bleed mm	Price per issue (inc gst)
Double Page Spread	420 x 297 Text area 360 x 267	5mm (430x307)	\$1,180.00
Full Page	210 x 297 Text area 180 x 267	5mm (220x307)	\$590.00
Back Cover	210 x 297 Text area 180 x 267	5mm (220x307)	\$880.00
Half Page Vertical	90 x 275	n/a	\$340.00
Half Page Horizontal	190 x 135	n/a	\$340.00
Quarter Page Horizontal	90 x 135	n/a	\$170.00
Quarter Page Vertical	190 x 60	n/a	\$170.00
Trades / Services Business Card	60 x 90	n/a	\$66.00

## Extras

Guaranteed Right Hand Page (subject to availability)	\$55.00
Supply print ready advert designed by the APH to other publications	\$55.00
Supply web resolution digital copy for use on social media	\$33.00

## Special Features / Inserts

The ACM often runs special features which provide additional advertising opportunities. We also have the ability to insert catalogue / posters within the magazine for a reasonable rate. Please contact us for more information.

## Website Advertising

Banner Type	Size w x h pixels	Price per month (inc gst)	Price per 6 months (inc gst)	Price per 12 months (inc gst)
Small Banner (appears bottom home page, right hand side of every other page on rotation)	254x 268	\$55.00	\$180.00	\$380.00

## Artwork Specifications

- Images must be supplied in a high resolution (300 dpi CMYK)
- Fonts are to be converted to outlines or embedded.
- All text must be kept within the live image area (15mm inside bleed edge is preferred to guarantee text inclusion).
- PDF files must be supplied as CMYK and press ready with 5mm bleed (if required) and trim lines if necessary.

Publication Conditions: While every care is taken in the preparation and publication of advertisements, the publishers cannot be held responsible for errors or their subsequent effects. The content of advertisements that appear in this magazine are the responsibility of the advertisers. The statements and opinions expressed by others in any submitted text may not necessarily be those of the editor or publisher.