

# Reitsport *BRANCHE*

ADVERTISING RATES: 2024

Your gateway to the equestrian trade industry: direct access, wide coverage!

- Print edition (in German)  
2,200 copies in Germany, Austria, Switzerland
- E-paper (in English)  
4,500 copies including Scandinavia, Benelux, UK, France, Spain, Italy

! **New: a further 3,000 specialist dealers in the US! (WESA + AETA visitors + exhibitors)**

The  
**ONLY MONTHLY**

German  
trade magazine  
for retailers,  
manufacturers  
and wholesalers





## “I give you my word!”

**Reitsport BRANCHE** is a project of Meenen Press Services, a team of experienced industry insiders. Publisher Michael Meenen has been doing innovative work in the equestrian sports sector for more than 25 years.

Meenen Press Services has excellent contacts within the equestrian sports scene.

The team have realised numerous publications and were responsible for managing the media-related business of major international events such as world championships.

**Reitsport BRANCHE** is the new medium at your side, upon which you can truly rely. Michael Meenen: “We will use our strengths to your advantage. You have my word.”

**Reitsport BRANCHE** reaches 99 per cent of the German-speaking equestrian retail industry. On top of this, an English version will be published to inform all major foreign markets.

## „OUR STRENGTH – YOUR ADVANTAGE“

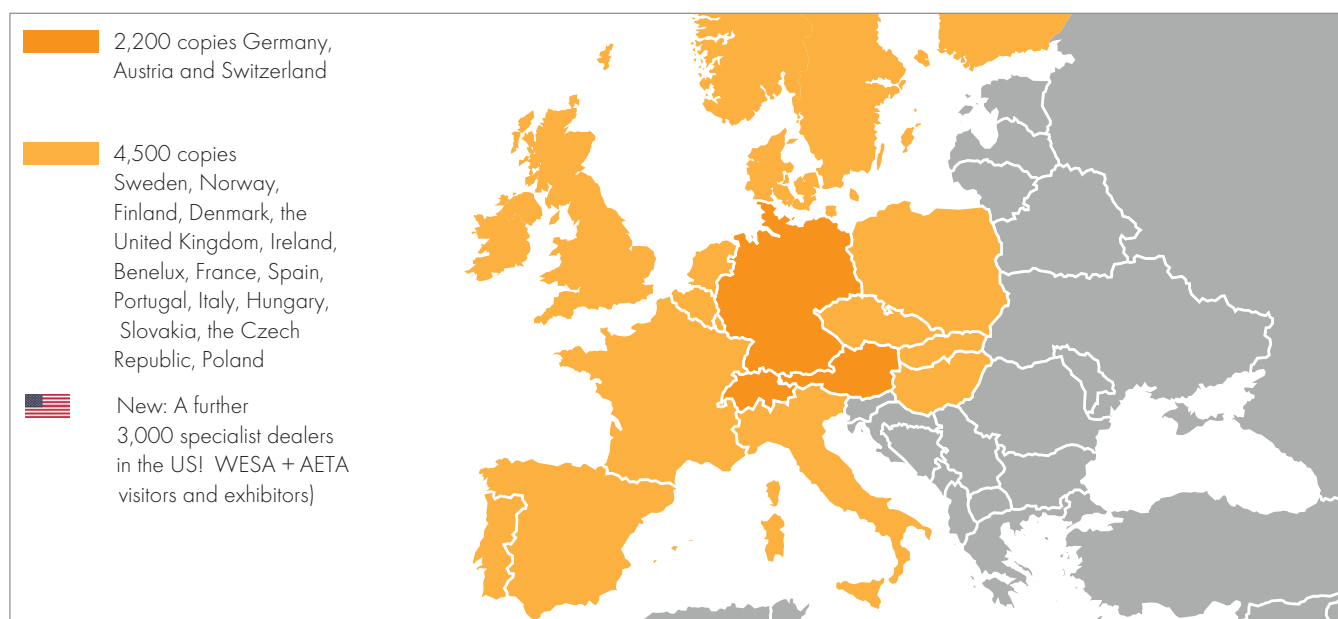
The team of Meenen Press Services are a guarantee for high-quality journalism:

- Facts and information, researched by industry insiders
- Expert advice, from purchasing through to POS
- Opinions that unite
- Comments that polarize
- An entertaining writing style
- Let's do this together!

With kindest regards,

Michael Meenen

## Reitsport BRANCHE – Our reach in the equestrian retail industry



## SHORT-DESCRIPTION

**Reitsport BRANCHE** is a trade magazine exclusively distributed to equestrian retailers, manufacturers, suppliers, sales representatives and other members of the industry. Consumers are excluded. **Reitsport**

**BRANCHE** is published on a monthly basis, either in print or as e-paper. Publication date: at the end of the previous month



## AD FORMATS AND PRICES Media data no. 9 – valid from 1. September 2023

Format	Type Area width x height in mm	Bleed plus 3 mm for trimming width x height in mm	Price plus VAT	More Information
Title page: 1/1 page:	177 x 252	210 x 231 210 x 297	EUR 2,078 EUR 2,078	Business Card EUR 368 for 12 issues
1/2 page: portrait landscape	88 x 252 177 x 125	102 x 297 210 x 145	EUR 1,437	More formats, web banners and loose/bound-in inserts on request!  Surcharge: - 10 % each for bleed format, confirmed placement or gutter bleed format
1/3 page: portrait landscape	55 x 252 177 x 88	75 x 297 210 x 108	EUR 997	
1/4 page: portrait - 1 col. portrait - 2 col. landscape	43 x 252 88 x 125 177 x 66	63 x 297 108 x 145 210 x 86	EUR 879	
1/8 page: portrait - 1 col. portrait - 2 col. landscape	33 x 125 88 x 62 177 x 33	53 x 145 108 x 82 210 x 53	EUR 679	

## DATES & TOPICS

RB 1/24 - January	date of publication: 22/12/2023 closing date: 29/11/2023 Special: indoor arenas – construction and equipment
RB 2/24 - February	date of publication: 26/01/2024 closing date: 05/01/2024 spoga horse preview: all you need to know about the leading trade fair and Special: sustainable grazing equipment & fencing accessories
RB 3/24 - March	date of publication: 23/02/2024 closing date: 09/02/2024 Spoga horse review + Special: how to feed proteins correctly
RB 4/24 - April	date of publication: 25/03/2024 closing date: 01/03/2024 Special: protection against insects: risks posed by mosquitoes, incl. West Nile Virus
RB 5/24 - May	date of publication: 26/04/2024 closing date: 05/04/2024 Special: safety equipment: why it is so important
RB 6/23 - June	date of publication: 24/05/2024 closing date: 02/05/2024 Special: hoof health: what to do about thrush?
RB 7/24 - July	date of publication: 28/06/2024 closing date: 03/06/2024 Special: coat, mane and tail – ready for the show
RB 8/24 - August	date of publication: 26/07/2024 closing date: 02/07/2024 Special: cooling-down your horse & cooler rugs
RB 9/24 - September	date of publication: 26/08/2024 closing date: 02/08/2024 Special: saddle fitting - does the saddle fit the rider?
RB 10/24 - October	date of publication: 27/09/2024 closing date: 02/09/2024 Special: the right feed and care for a beautiful winter coat
RB 11/24 - November	date of publication: 28/10/2024 closing date: 04/10/2024 Special: lighting and ventilation for the stable
RB 12/24 - December	date of publication: 25/11/2024 closing date: 04/11/2024 Special: light therapy devices



### Technical data:

Please supply a printable PDF file  
(resolution: 2400 dpi, screen width 165 lpi,  
Colour space: Euroscale (CMYK), all fonts embedded.  
Bleed adverts: writing that must not be trimmed  
needs to be positioned at least 5 mm from the page margin!)  
to the following email address: [info@meenen-presseservice.de](mailto:info@meenen-presseservice.de)  
Our general terms and conditions at [www.reitsport-branche.com](http://www.reitsport-branche.com)

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