

Carriage DRIVING



CARRIAGE DRIVING magazine is honoured to be described by those in the harness world as their 'carriage driving bible', a term which reflects the magazine's unrivalled coverage of all aspects of the carriage driving domain. From its traditional roots to its more modern aspects, Carriage Driving magazine covers all the carriage driving disciplines, with in depth articles, absorbing interviews and expert advice,

as well as articles on carriage driving history and its fascinating traditions. With outstanding content and boasting strong links with all the carriage driving societies and associations, Carriage Driving is able to offer its readers an unequalled insight into the world of carriage driving.

Uniquely passionate about their sport, our readers are keen to find out about equine related products or services which offer that extra something to fuel their passion, helps them top the line-up, or

just to care for the beloved harness horses or ponies a bit better, so if you want to promote your business or sell your range of products in the world of carriage driving – then Carriage Driving magazine is the place to be seen!

Georgie Green,
Editor, *Carriage Driving*



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Editor

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Carriage Driving readers are passionate about their sport. As a lifelong equestrian, Editor, Georgie Green is determined the magazine not only encompasses the wide and varying disciplines but is also there to ensure readers are up to date with what is happening in their world.

Why is *Carriage Driving* unique?

Carriage Driving is **the only magazine in the UK** dedicated entirely to sport and recreation with the harness horse. Trusted, respected and loved throughout the whole of the international driving community, *Carriage Driving* puts quality content at the core of its editorial intent and remains the only essential publication for the driving enthusiast.

- Published for over 32 years
- Recognised as the most authoritative carriage driving title within the international driving community
- Unrivalled coverage of every part of the carriage driving scene



The *Carriage Driving* reader

With an age span which covers everything from juniors to octogenarians and beyond, our readers range from those that have a general interest in carriage driving, to those participating at the highest level of competition. The magazine enjoys a loyal following, with

readers often contributing articles, letters, and reports, and all the main carriage driving organisations actively participating in the magazine's content, making it the most comprehensive carriage driving magazine available in the UK.

Circulation, distribution and reach

Carriage Driving's readership profile spans all ages, social backgrounds and occupations, from landed gentry and those with Royal connections, to the local carriage driver. The magazine boasts strong associations with all the major driving organisations, built up over many years, and is held in exceptionally high esteem because of this. Between them

our readers own a total of over 27,000 horses and ponies and nearly 15,000 carriages. *Carriage Driving* is published in the UK which is distributed and enjoyed worldwide which is wholly dedicated to the world of the harness horse. The magazine has also established a highly-engaged and interactive audience through its social channels.



“Superb updates, reports and knowledgeable articles; well written and positioned by excellent, knowledgeable contributors and reporters.”

Neil Wray

The magazine

Carriage Driving has been **serving the driving community for more than 32 years**. Our comprehensive guide to sport and recreation with the harness horse is the perfect companion to any enthusiast. Inside every issue, our readers discover:

- Unrivalled coverage of both the national and international carriage driving scene, written by a panel of expert writers.
- Fascinating insights into the history and traditions of carriage driving
- Packed full of stunning photography from events and shows
- Focus on the up-and-coming stars and lives of the sports' best known personalities
- Expert training advice on driving skills for all levels and equine management from accredited instructors and coaches

Every issue is published digitally for mobile, tablet and desktop, allowing our readers to download and search through thousands of articles when on the move.

Advertising

We offer a range of advertising options and packages. Our magazine attracts advertisers from all areas of the equine world, from feed and supplements through to hoof care and healthcare. For the driver our advertisers promote their trades and services, carriages, harness, accoutrements and show wear for driver and horse. We also have a 'buy and sell' for individuals who have single items to sell.

Calendar

Our beautiful calendar is so popular we often sell out; it's also sent out free to all our subscribers who can't wait for it to drop through their letterbox along with the December/January issue! With all the main carriage driving events for the year, some wonderful carriage driving imagery and handy space to write day-to-day activities, it's become a firm favourite in the Carriage Driving stable!



Request your free courtesy copy today! Call 01722 717018

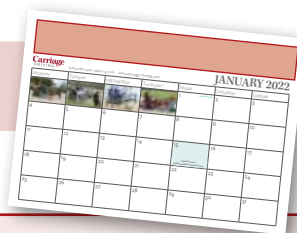
2023/24 production schedule

Cover date	Editorial submissions deadline	Advertisement booking and ad copy deadline	Publication (on sale) date
February/March 2023	03/01/23	09/01/23	27/01/23
April/May 2023	27/02/23	06/03/23	24/03/23
June/July 2023	01/05/23	08/05/23	26/05/23
August/September 2023	03/07/23	10/07/23	28/07/23
October/November 2023	29/08/23	05/09/23	22/09/23
December 2023 / January 2024	30/10/23	06/11/23	24/11/23

Magazine advertisement rates

Position	1 Issues	3 Issues	6 Issues	Advert specification
Full-page	£685	£585	£500	(w) 230 x (h) 297mm (Add a 3mm bleed)
Half-page	£485	£385	£307	Landscape: (w) 196 x (h) 130mm Portrait: (w) 94.5 x (h) 267mm
Quarter page	£285	£185	£157	(w) 94.5 x (h) 130mm
Calendar strip advert (One month in calendar - copy deadline 28.10.23)	£349	N/A	N/A	(w) 277 x (h) 36mm

All rates subject to vat (unless vat exempt). Includes the digital format magazine with hyperlinks.
Cancellation six weeks prior to publication date



Digital advertisement rates



www.carriage-driving.com is packed with up to date news, events and results. The Carriage Driving website can help you generate client relationships with website visitors from the carriage driving world who need your services, products or advice.

Advertising opportunities on the landing page:

SLIDE BANNER: A great option for attracting extra attention to your business, event or products. The banner will be linked to your website.

SPOTLIGHT: Is an option suitable for featuring a product, business or event. We offer both static and animated opportunities. It will be linked to your website.

	1 month	3 months	Specification
Slide banner	£90	£200	(w) 1130 x (h) 545px. Supplied as static JPEG
Spotlight	£60	£120	(w) 300 x (h) 250px. Supplied as static JPEG or animated GIF

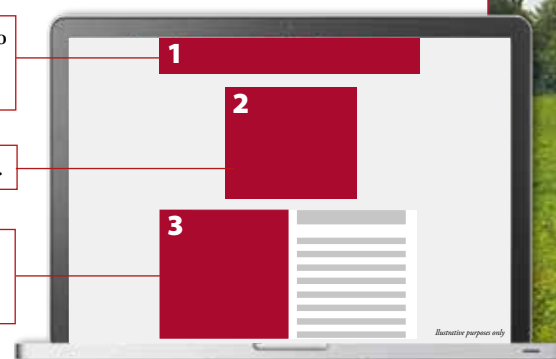
e-Newsletter advertisement rates

The e-newsletter is sent out every month and features health & welfare advice, training tips, and general news and updates from the sport as well as upcoming events and results from shows.

1 LEADERBOARD: Make the biggest impact and get extra attention to your business, event or products. The leaderboard will appear at the top of the page and can be linked to your choice of web address.

2 MPU: Mid-page placement with a link to your choice of web address.

3 ADVERTORIAL: High placement of large image along with 15-word max headline and 100-words max of copy. Button with a link to your web address of choice.



	4 weeks	Sizes	Specification
Leaderboard	£150	(w) 728 x (h) 90px / (w) 468 x (h) 60px / (w) 320 x (h) 50px	Supplied in 3 sizes as static JPEG or animated GIF
MPU	£60	(w) 300 x (h) 250px	Supplied as static JPEG or animated GIF
Advertorial	£120	15-word max headline, 100-words max copy.	Image supplied as static JPEG or animated GIF and headline and copy supplied as editable text

Contact: Jane Kennedy, jane.kennedy@markallengroup.com or 01722 717018