

THE BIGGEST MAGAZINE IN DENMARK FOR BREEDERS AND RIDERS · PUBLISHED SINCE 1888

RIDEHESTEN

HIPPOLOGICAL IN BREEDING AND SPORTS · MEMBERS MAGAZINE FOR DANISH WARMBLOOD SOCIETY
AND THE NATIONAL SPORTS RIDING CLUB.

THE MAGAZINE
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MEDIKIT

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Atterupgaard

- A STUD NAME TO REMEMBER

The Danish stud, Atterupgaard, repeatedly appears on top of the lineage rankings and the name is recognized by most dressage enthusiasts. At the 2016 Olympics, three dressage horses from Atterupgaard competed for three different nations.

Kristine March Sinding's story as a horse breeder started when she - as a very young girl - decided to take a long year in London, and left her own dressage mare at her parents' farm. The father thought it would be wise to breed the mare as they were not going to be ridden for at least a year, and that was the beginning of a very successful breeding programme.

With the help and support from her family and husband, Kristine has now been in the business of breeding for two decades and has established Atterupgaard as one of the most important studs in dressage horse breeding. Her two foundation mares became grand dams of Grand Prix horses: Sirenia Møllberg (Atterupgaard Møllberg) by Michaelis Bonitas and grand grand dam of Grand Prix horse Atterupgaard Olympia by Othello/Olympicring.

Additional breeding mares were purchased to ensure the foundation of the stud, and one of them was the German mare Doreen by Donnerhall/Pilobus (out of a very strong dam line from the Pope family). The full name of Doreen's dam had produced the renowned sire Donigran.

Doreen has had 16 foals at Atterupgaard and two of her foals by Caprimond have played a vital role for the stud. The filly Atterupgaard Dina, born in 2002, developed into a broodmare of great significance and her full brother Atterupgaard Candy, born in 2003, is currently one of the highest ranked Grand Prix horses in the world and has been a major player for the stud farm.

Atterupgaard Dina is the dam of three National winners. Foalbroder by Furet Heinrich, Atterupgaard Sanket by Gaudin III and Atterupgaard Bonaldi by Bonito/Ocean. Foalbroder has won the incredibly full titles Flareur and Flareur de Jolie. Later in life, she is the only mare in the world who has won the world championship for young horses three times. Sanket and Bonaldi are still young but well on their way in their own breeding.

Dina's eldest daughter, Atterupgaard Delfina by Sanket, includes the highest dressage breeding index for mares in Danish Warmblood and is now competing

FRA PONY TIL HEST - HVAD ER VIGTIGT?

Springrytter Filippa Christer Andersen har fået sin første hest. Men hvad kræver det egentligt at gå fra pony til hest, og hvad skal man være opmærksom på, når man køber hest?

DE GAMLE MESTRE

De gamle mestre... (text describing historical figures and their contributions to horse riding)

Fra pony til hest

Filippa Christer Andersen, en berømt i Brande/Sjælland, har fået sin første hest. Men hvad kræver det egentligt at gå fra pony til hest, og hvad skal man være opmærksom på, når man køber hest?

... (text describing the transition from pony to horse and the importance of proper training and care)

TARGET YOUR MARKETING

THE MAGAZINE RIDEHESTEN HIPPOLOGISK is Denmark's oldest and largest horse magazine addressed to everyone involved with **horses, breeding and riding**. We make a virtue of not only offering well researched in-depth articles but also ensuring that they are presented in an inspiring layout with professional photos.

Ridehesten is a members' journal for **"Sportsrideklubben"** as well as for Denmark's biggest horse breeding society "Dansk Varmblod" which works under patronage of Her Royal Highness Princess Benedikte. The horse industry in Denmark has **an annual turnover of DKK 25 billions** and is comprised of quality conscious and deep-pocketed market players. As Denmark's largest equestrian magazine we have a close contact with the most successful athletes, companies and sponsors as well as with **hobby riders and breeders**.

Ridehesten has a strong position in the world of horses, is involved in the equestrian sport and takes part in professional discussions. Our journalists are present at shows, seminars and other events in Denmark and abroad, as well as they actively play a role as business partners at various equestrian events.

Ridehesten is written by horse people for horse people with the aim to maintain its leading position as the most preferred among the serious and professional horse magazines.

SPORT Ridehesten covers all big sport events, where Danish horses and riders are performing, whether it is the Olympics, World Equestrian Games, the Europeans or the Danish Championships as well as several shows at high level in Denmark or abroad. An extensive network and close communication with the riders ensure a **thorough coverage** with an interesting perspective and a **personal angle**.

BREEDING Danish Warmblood is Denmark's biggest horse breeding society and has undergone a rapid development during recent years achieving worldwide recognition. Breeding and economy is closely linked, and a large number of Danish horses are exported.

SCIENCE The horse as a top athlete has enhanced the focus on health, welfare and training within a sport discipline where an economical aspect is constantly present. Ridehesten disseminates new research and suggests topics for discussion.

PROFILES Ridehesten features impressive horse properties, internationally recognized riders and trainers as well as extraordinary breeders' stories. Ridehesten goes far and wide, offers quality photos, exclusive interviews and top stories.

TARGET GROUP The primary target group is adult, self-employed and deep-pocketed people with a wide network within the equestrian world.

IN EVERY ISSUE

- THEMES
- BREEDING
- ACADEMIC ARTICLES
- PROFILES
- SPORTS
- JUNIOR ARTICLES
- LATEST NEWS
- RELEVANT INFORMATION FROM THE DANISH EQUESTRIAN FEDERATION AND MEMBERS CLUBS
- REGULAR COLUMNS

PRINT

CIRCULATION: 11.800

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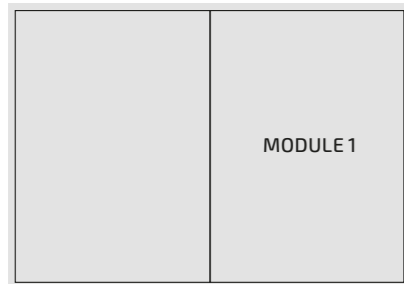
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PRICES AND SIZES IN THE PRINTED VERSION

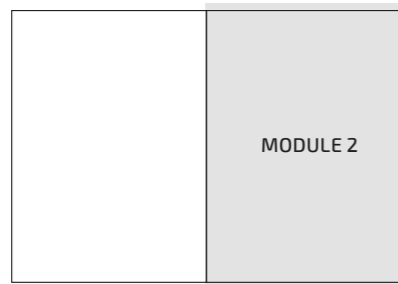
| FORMAT | MODULE | PRICE |
|--------|--------|---------|
| 2/1 | 1 | € 2.416 |
| 1/1 | 2 | € 1.449 |
| 1/2 | 3/4 | € 739 |
| 1/3 | 5/6 | € 599 |
| 1/4 | 7/8 | € 469 |

Should you wish different ad sizes, we are pleased to offer you an individual layout at an extra charge in order to meet your specific requirements. Please contact us for further information.

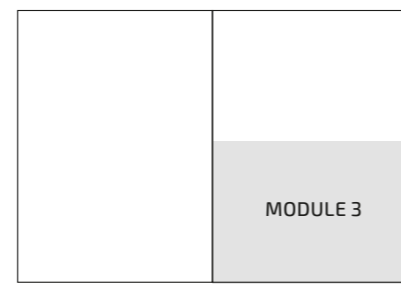
Prices for advertorials are quoted separately.



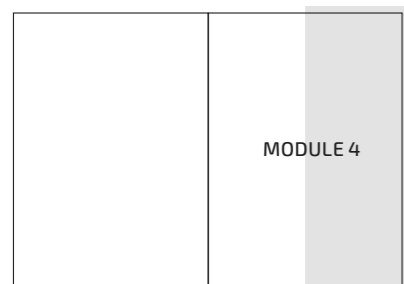
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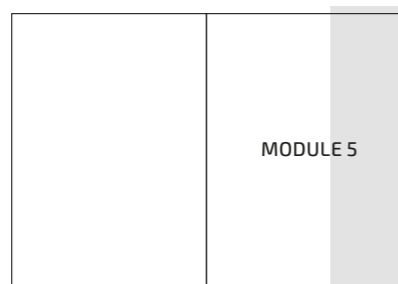
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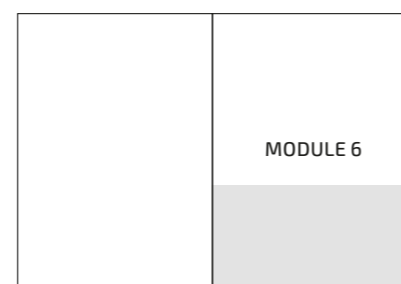
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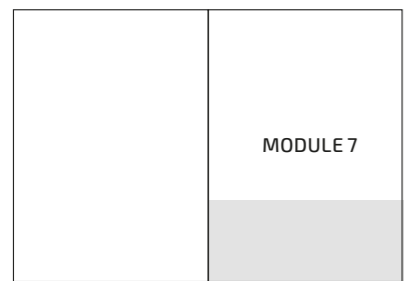
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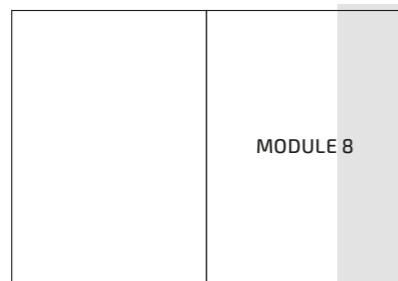
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1/4 page
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(+ 4 mm for cropping)



1/4 page
54 x 297 mm
(+ 4 mm for cropping)

CLASSIFIED ADS

are being set up on 4-column pages, and the price is calculated from the amount of columns x the height in mm x the price..

| | |
|--------------|--------|
| 1 column | 43 mm |
| 2 columns | 89 mm |
| 3 columns | 136 mm |
| 4 columns | 182 mm |
| Max. height | 270 mm |
| Price per mm | € 1.15 |

PHOTO FROM
A FASHION
THEME IN THE
MAGAZINE



PUBLICATIONS AND SPECIFICATIONS

THE MAGAZINE RIDEHESTEN IS PUBLISHED 12 TIMES A YEAR IN THE BEGINNING OF EVERY MONTH

Options

Get your loose leaf, documents or your brochure directly to the desk of the decision-maker. More accurate and much cheaper than by direct mail.

Call Wiegaarden's sales department and ask for price and delivery, as this depends on the size, weight, type, etc. We support all formats, so give us a call to find out which opportunities we can offer you.

Advertising material

Advertising material will be sent as per agreement with your contact person at Wiegaarden.

Payment Terms

All advertisements and graphic work will be invoiced according to prices agreed upon with Wiegaardens sales department. Due date is generally current month + 15 days. Agency commission is included in the contract price.

Corrections and errors

Any corrections to the original material must be completed by the deadline for the material. The publisher assumes no responsibility for telephoned corrections. There will be no reduction in the advertising rate in cases where the publisher is not responsible for the error, nor for any error in connection to the exchange of advertising material.

By submission of completed material no reduction in the advertising rate in case of errors will be given, if the material does not meet the specifications.

Complaints

Any claims must be made within 14 days after the advertisement was published. Wiegaarden assumes no responsibility for any small variations of the colour of the original material. We reserve the right to reject ads that may violate any applicable laws or otherwise are undesirable.

Cancellation

Signed orders that are cancelled one week prior to the deadline for the material, are charged with 50% of the agreed net price.

Advertisement Control

Ads that according to Wiegaarden's estimates can be mistaken for editorial content, will include the word "advertisement".



THE BIGGEST
HORSE
MAGAZINE
FOR BREEDERS
AND RIDERS IN
DENMARK

DOUBLE-PAGE AD



ONEPAGE AD



HALF PAGE AD WIDE



HALF PAGE AD HIGH



EXTRA EXPOSURE

As an advertiser in the magazine Ridehesten you will get an extra opportunity to expose new products on the pages with "Things for you and your horse". All you have to do is send a picture of the article in a high resolution, along with a text of no more than 80 words describing the article. We will publish it for free in the next edition. It is a good opportunity to give your products some extra exposure towards our readers.



PHOTOSHOOT FOR THE ADS OF RIDER BY HORSE



RIDEHESTEN.COM

Your web portal to the horse world 🐾

RIDEHESTEN.COM, which was launched in 2005, is an online horse portal where the news and competitions results quickly reach 26,000 daily visitors. In 2012 we have expanded with an English news site. Some of our news are also published on Ridehesten's Facebook page which has over 15.000 "likes". There is a lively activity on both Ridehesten.com and its Facebook page, which are deemed to be absolute leaders in their field in Denmark and have an increasing number of visitors from other countries.

One of the most popular features on Ridehesten.com is the sales database. Our database of horses for sale is the one of its kind in Denmark where most horses are sold – from highly valuable Grand Prix horses to the average riding horses, foals, broodmares, ponies and pleasure horses. The sales horses are also internationally marketed through our English website.

Ridehesten.com welcomes everyone who is interested in horses both in Denmark and abroad. As we set focus on the elite sport and the top news from both national and international shows the elite riders, trainers, stud farm owners and companies are among our loyal audience, which also includes the broad band of horse people in Denmark.

VISITORS

The visitors of Ridehesten.com is resourceful people connected to the horse world. They are above average in income and the main part of them own their own housing. They visit the website from their cellphone and stay on the site for more than 3 minutes per visit. The visitors are mainly women aged 13-54 years old.

NEWS

We always keep an open eye for both Danish and international news media, we have a wide network, and our staff deliver a complete, fast and highly respected news coverage.

HORSES FOR SALE

The sales horse database on Ridehesten.com sells the most horses in Denmark – and rumour already has it. A fine and clear presentation of horses – also in English for foreign users – provides good results.

PHOTO

Almost two million photos are available on Ridehesten.com where you can also purchase books and magazines through our web shop.

UNIQUE VISITORS

- 1.200.000 / YEAR
- 100.000 / MONTH
- 23.000 / WEEK

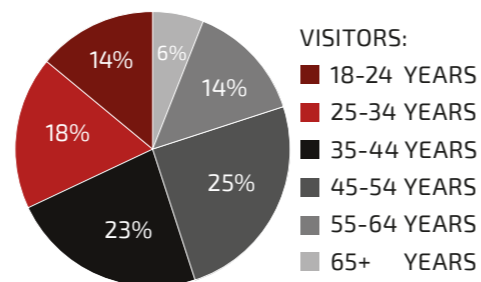
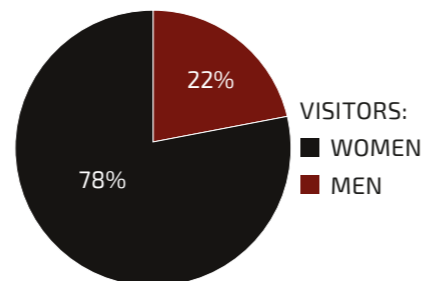
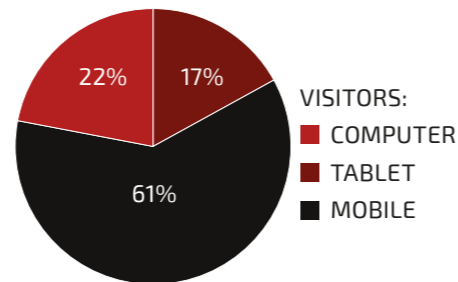
VISITORS IN TOTAL

- 6.900.000 / YEAR
- 570.000 / MONTH
- 131.000 / WEEK

EVERY VISIT TAKES 3.18 MINUTS ON AVERAGE

PAGE VIEWS

- 26.300.000 / YEAR
- 2.183.000 / MONTH
- 504.000 / WEEK



TOPBANNER

KVALITETSHESTE PÅ FLERE NIVEAUER

Dufour: Jeg blev skuffet

BOX 1

BOX 2

Seneste nyheder **Mest læste**

PRICES AND FORMATS ONLINE

TOPBANNER Share the space with up to 6 other banners with a weekly rate of 750.000 views. Size: 930x180 pixels. Price: EUR 475,00/week.

BOX 1 Also a shared banner with up to 6 others and a weekly rate of almost 600.000 views. Size: 300x250 pixels. Price: EUR 395,00/week.

BOX 2 Share the space with up to 6 other banners and expect more than 400.000 views in a week. The size is 300x250 and the price: EUR 335,00/week.

OTHER BOX BANNERS Further down the page we have a total of 6 banners. As well as on the front page, they are very well placed among "Horses for sale", which is a very busy subpage at ridehesten.com. These banners vary in prices from EUR 69,00/week. Please ask for further details.

DESIGN SERVICE

We have an in-house graphic department ready to help you design a banner ad, that will get the best response possible on your product. Fixed price: EUR 135,00 (JPEG or GIF animation). We are also capable of designing banners in HTML5, which is a very nice animated banner viewable on all smartphones.

RIDEHESTEN.COM

Your web portal to the horse world 

THE BIGGEST HORSE MAGAZINE IN DENMARK

THE LEADING BRAND IN THE HORSE WORLD THROUGHOUT 20 YEARS

MORE THAN 20,000 UNIQUE VISITORS ON THE WEBSITE EVERY WEEK

**RESOURCEFUL READERS AND VISITORS,
MAINLY WOMEN AGED 35-54 YEARS OLD**



Wiegaarden Media
GRAPHIC DESIGN | WEB | PHOTOS | WORDS