HORSE COUNCIL
BRITISH COLUMBIA

MEDIA GUIDE

CONTACT

✉

communication@hcbc.ca

☎

1.800.345.8055
ext.1003

DEMOGRAPHICS

Close to 24,000 Members
Province Wide

248 Equine Association Members

144 Business Members

Multi-Breed & Multi Discipline

ADVERTISING AVAILABLE

Monthly E-Newsletter

Bi-Annual BC Equine Lifestyles
Magazine

MEMBERSHIP ADVERTISING

Club & Business Members receive
20% discounts on advertising

Premium Business Members
receive 30%

QUICK FACTS

14,000 + REACH WITH MONTHLY E-NEWSLETTER

OVER 18,000 HOUSEHOLDS REACHED WITH BI-ANNUAL BC EQUINE LIFESTYLE MAGAZINE

LARGEST PROVINCIAL EQUESTRIAN ASSOCIATION IN CANADA

AROUND 24,000 MEMBERS PROVINCE WIDE

RATE CARD

BC EQUINE LIFESTYLE MAGAZINE
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 Cover or Back	$1,200	$1,050
Outside Back	$1,300	$1,100

RATES PER E-NEWS AD

Monthly	$125/mo
Quarterly	$85/mo
Annually	$60/mo

![Horse Council British Columbia Media Guide header with horse photograph and logo]

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PUBLICATION DEADLINES

**2024 SPRING/SUMMER
DEADLINE: FEBRUARY 26, 2024
2024 FALL/WINTER
DEADLINE: SEPTEMBER 10, 2024**

E-NEWS - 25TH OF EACH MONTH

PRINT 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 TECHNICAL

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 600 x 180 pixels