



HCBC MEDIA & ADVERTISING GUIDE

CONTACT

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BC EQUINE LIFESTYLE MAGAZINE

RATES PER ISSUE

AD TYPE	1X	2X	4X
FULL PAGE	\$1000	\$800	\$600
1/2 PAGE	\$600	\$500	\$400
1/3 PAGE	\$400	\$300	\$300
1/4 PAGE	\$250	\$150	\$100
BUSINESS CARD	\$150	\$100	

PREMIUM POSITIONS

POSITION	1X	2X	4X
INSIDE COVER/BACK	\$1200	\$1050	\$800
OUTSIDE BACK	\$1300	\$1100	\$900

SOCIAL MEDIA

We offer scheduled features on our Instagram and Facebook platforms. The organization must provide graphics and copy. Discounts apply for active HCBC members.

Recommended post dimensions:

1080 x 1080 pixels (Square, 1:1 aspect ratio)
Graphic must be good quality and easy to read

PACKAGE	RATE
WEEKLY (1 POST / WEEK)	\$50/post
MONTHLY (1 POST / WEEK)	\$100/month

E-NEWSLETTER ADVERTISING

REACH: **14,000 MONTHLY**

FREQUENCY	RATE PER AD
MONTHLY	\$125/mo
QUARTERLY	\$85/mo
ANNUALLY	\$60/mo



HORSE COUNCIL BC

- One of Canada's largest provincial equestrian associations.
- Reaching more than 24,000 members province-wide through various platforms.
- BC Equine Lifestyle Magazine: Sent to 18,000+.
- Business Associate Members receive 30% discounts on advertising.

THE ECONOMIC IMPACT OF BC'S EQUINE COMMUNITY

KEY HIGHLIGHTS

ECONOMIC ACTIVITY
\$784 million annually

GOVERNMENT TAX REVENUE
\$63.7 million

FACILITIES
\$1.67 billion invested in buildings and equipment

EMPLOYMENT INCOME
\$36.4 million

CAPITAL VALUE
\$480 million in BC horses

LAND USE
201,561 acres dedicated to horse care

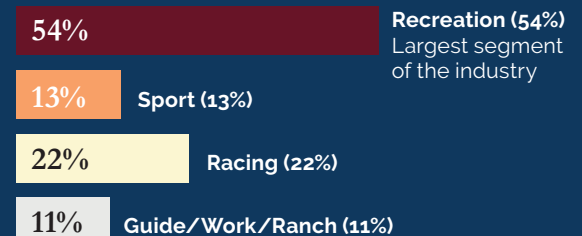
JOB CREATION

40% HORSE MAINTENANCE

33% HORSE AND RIDER TRAINING

15% VETERINARY AND FARRIER SERVICES

BC HORSE POPULATION



ADVERTISING SPECS AND DEADLINES

AD SPECS

AD TYPE	TRIM SIZE	BLEED SIZE	IMAGE AREA
FULL PAGE	8.5" x 11"	0.25"	8" x 10.5"
1/2 HORIZONTAL	8.5" x 5.5"	0.25"	8" x 5"
1/2 VERTICAL	4.25" x 11"	0.25"	3.75" x 10.5"
1/3 HORIZONTAL	8.5" x 3.66"	0.25"	8" x 3.16"
1/3 VERTICAL	2.83" x 11"	0.25"	2.33" x 10.5"
1/4 VERTICAL	4.25" x 5.5"	0.25"	3.75" x 5"
1/6 HORIZONTAL	2.5" x 5.5"	0.25"	2" x 5"
1/6 VERTICAL	5.5" x 2.5"	0.25"	5" x 2"

FILE REQUIREMENTS:

Accepted File Formats:

High-resolution PDF, EPS, TIFF, or JPEG

Resolution:

300 dpi for color files and grayscale; 600 dpi for line art

Color Mode:

CMYK

DEADLINES

ISSUE	BOOKING DEADLINE	MATERIALS DUE
WINTER 2025	January 24th	February 3rd
SPRING 2025	March 28th	April 7th
SUMMER 2025	June 13th	June 23rd
FALL 2025	September 19th	September 29th

For more information, contact communication@hcbc.ca.