



HCBC MEDIA & ADVERTISING GUIDE

CONTACT

Email: communication@hcbc.ca

Phone: 1.800.345.8055 ext. 1003

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

SPONSORED ARTICLE

HCBC offers sponsored articles in our magazine ranging from 300–400 words. All content must be supplied by the advertiser; HCBC does not provide writing or editing services. Sponsored content must align with HCBC's mandate, and HCBC reserves the right to refuse any submission that does not meet these standards. All sponsored articles will be clearly labelled as paid content. \$1000 per article.

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 24,000 members province-wide through various platforms.
- BC Equine Lifestyle Magazine: Delivered to 18,000+ households.
- 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

54%

Recreation (54%)
Largest segment of the industry

13%

Sport (13%)

22%

Racing (22%)

11%

Guide/Work/Ranch (11%)

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 2026	January 23rd	February 2nd
SPRING 2026	March 6th	March 13th
SUMMER 2026	June 12th	June 19th
FALL 2026	September 10th	September 18th

For more information, contact communication@hcbc.ca.