



enjoy driving horses and ponies

# in harness magazine

***MEDIA INFORMATION 2016***

# Readership

Inharness is your carriage driving magazine with no less than 68 glossy pages in every issue. Inharness magazine is produced six times per year and is packed with regular training features, reader stories, club news, British Carriage Driving, British Driving Society news, interviews, Q&A's, photo galleries and news, as well as bringing you first hand show reports.

- ◆ High quality design and production
- ◆ Targeted marketing for a dedicated readership
- ◆ Produced bi-monthly
- ◆ Subscription magazine

Inharness is a specialist magazine that aims to inform and educate readers with appealing content, inspiring features and useful product information. The magazine also includes a variety of reports from grassroots through to championship level. Inharness magazine offers a cost effective route to market for advertisers who know that their adverts will be seen.

## Features List

Issue	Closing date	On Sale date	Topics	Feed topic
Feb/ March Issue 43	Jan 8th	Jan 28th	Transition from riding to driving Horse MOT	A balanced diet
April/ May Issue 44	March 10th	April 5th	A beginners guide to the show ring (pt 1) What to wear (horse + rider) First Aid	Spring diets
Jun/July Issue 45	May 6th	June 1st	A beginners guide to the show ring (pt 2) Fitting a harness correctly Flies	Low calorie
Aug/ Sept Issue 46	July 8th	Aug 3rd	A beginners guide to the show ring (pt 3) How driving classes differ Signs of a healthy horse	Staying hydrated
Oct/Nov Issue 47	Sep 9th	Sep 30th	Prepare for winter Bedding	Forage and fibre
Dec/Jan Issue 48	Nov 11th	Dec 6th	Christmas Winter health care	Winter diets

## Terms

Payment is required at point of booking. All invoices are due on issue date.

## Adverts

To be supplied in pdf format CMYK 300dpi with embedded fonts. Adverts to be supplied with colour proof, supplied adverts are accepted as final copy.

## Copy Deadline

To ensure space booking we require confirmation and advertising copy by the issue deadline (see below). Late bookings may be available, phone for details.

## Discounts

A series cancelled before completion will be charged retrospectively at full rate.

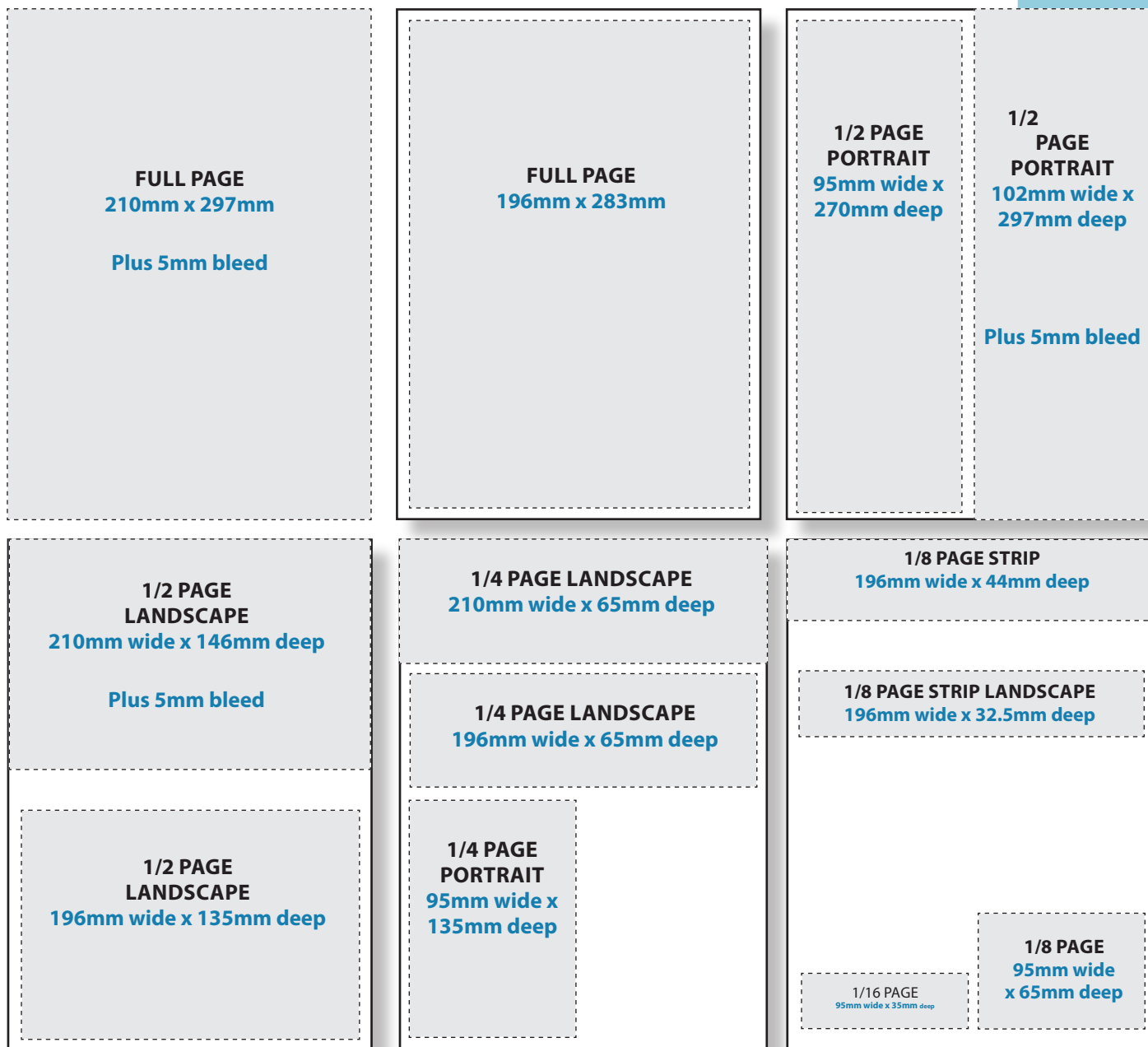
## Frequency

Bi-monthly. Inserts £55 per 1000

Discounts for series bookings

Agency discount must be negotiated at time of booking – it will not be back dated.

# ◆ Advert specifications



**Tel:** 01380 734374  
**[www.inharness.co.uk](http://www.inharness.co.uk)**