



*The Place to be for Stallions*  
**HORSE-GATE**

Reach 124,000  
horse breeders  
and breeding  
enthusiasts  
per month

**MEDIA DATA FOR  
STALLION OWNERS**



Horse-Gate.com



## FACTS AND FIGURES

On **Horse-Gate.com** breeders, breeding enthusiasts and horse professionals will find all answers in one place with our new search. Find quickly suitable and relevant information from the various breeding databases.

### The horse breeding portal with the widest range in the equestrian sector.

Visitors per month: 124,000

Page impressions: 440,000

#### Our Offers for You:

#### ■ Directory

All stallions that are active in breeding and have recently been licensed in Germany looked up by more than 25 search criteria.

#### ■ Horse-Gate Search Engine

Simply enter the desired search term and within seconds targeted results from > 3,000 stallion portraits, > 1.5 million forum contributions, professional articles, marketplace etc. are included

The Place to be for Stallions  
**HORSE-GATE**

**Benefit from our services  
 and use the direct access  
 to this target group on  
 our channels.**

#### ■ Stallion Book Archive

The collector's works "Selected Sires of Germany" is now online and easy to browse

#### ■ The breeding forum

The Horse-Gate Community with over 1,400,000 breeding-specific contributions and over 16,000 registered users.

#### ■ Social Media

More than 3,000 followers on Facebook and Instagram.

Numbers: Effective December 2019



## SERVICES PREMIUM ENTRY

- Premium placement and marking in the stallion directory
- Up to 10 photos in stallion portraits
- Videos (also available as header videos which is visible in the list of the stallion directory)
- Duration: 1 year
- Permanent update of the stallion directory
- Breeding application form included in the stallion portrait
- Putting the portrait online is free of charge

The image shows a screenshot of the Horse-Gate website. The top navigation bar includes 'Horse-Gate', 'Der Platz der Hengste', and a 'WAHL' button. Below the navigation bar, there's a search bar and a list of stallions. The main content area displays a detailed profile for a stallion named 'Acajua'. The profile includes a header video, a list of photos, and a detailed description of the stallion's characteristics, including his lineage, performance, and breeding information. A 'Breeding application form' is also visible at the bottom of the profile.

**Acajua**  
Hengst, 2011  
Haupt- und Langgestüttschweiger  
Schweiger 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 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1680, 1681, 1682, 1683, 1684, 1685, 1686, 1687, 1688, 1689, 1690, 1691, 1692, 1693, 1694, 1695, 1696, 1697, 1698, 1699, 1700, 1701, 1702, 1703, 1704, 1705, 1706, 1707, 1708, 1709, 1710, 1711, 1712, 1713, 1714, 1715, 1716, 1717, 1718, 1719, 1720, 1721, 1722, 1723, 1724, 1725, 1726, 1727, 1728, 1729, 1730, 1731, 1732, 1733, 1734, 1735, 1736, 1737, 1738, 1739, 1740, 1741, 1742, 1743, 1744, 1745, 1746, 1747, 1748, 1749, 1750, 1751, 1752, 1753, 1754, 1755, 1756, 1757, 1758, 1759, 1760, 1761, 1762, 1763, 1764, 1765, 1766, 1767, 1768, 1769, 1770, 1771, 1772, 1773, 1774, 1775, 1776, 1777, 1778, 1779, 1780, 1781, 1782, 1783, 1784, 1785, 1786, 1787, 1788, 1789, 1790, 1791, 1792, 1793, 1794, 1795, 1796, 1797, 1798, 1799, 1800, 1801, 1802, 1803, 1804, 1805, 1806, 1807, 1808, 1809, 1810, 1811, 1812, 1813, 1814, 1815, 1816, 1817, 1818, 1819, 1820, 1821, 1822, 1823, 1824, 1825, 1826, 1827, 1828, 1829, 1830, 1831, 1832, 1833, 1834, 1835, 1836, 1837, 1838, 1839, 1840, 1841, 1842, 1843, 1844, 1845, 1846, 1847, 1848, 1849, 1850, 1851, 1852, 1853, 1854, 1855, 1856, 1857, 1858, 1859, 1860, 1861, 1862, 1863, 1864, 1865, 1866, 1867, 1868, 1869, 1870, 1871, 1872, 1873, 1874, 1875, 1876, 1877, 1878, 1879, 1880, 1881, 1882, 1883, 1884, 1885, 1886, 1887, 1888, 1889, 1890, 1891, 1892, 1893, 1894, 1895, 1896, 1897, 1898, 1899, 1900, 1901, 1902, 1903, 1904, 1905, 1906, 1907, 1908, 1909, 1910, 1911, 1912, 1913, 1914, 1915, 1916, 1917, 1918, 1919, 1920, 1921, 1922, 1923, 1924, 1925, 1926, 1927, 1928, 1929, 1930, 1931, 1932, 1933, 1934, 1935, 1936, 1937, 1938, 1939, 1940, 1941, 1942, 1943, 1944, 1945, 1946, 1947, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1967, 1968, 1969, 1970, 1971, 1972, 1973, 1974, 1975, 1976, 1977, 1978, 1979, 1980, 1981, 1982, 1983, 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163



additional offers:

## A SPOT IN THE EYECATCHING SLIDER

- one spot per client
- Duration: one quarter (3 months)
- The spot can be filled monthly with a different stallion (3 stallions per quarter are possible)
- advertising through social media post

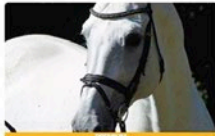



Hengstverzeichnis 2279 Hengste durchsuchen

Hengstname:  Rasse:

Disziplin:  Decktaxe:

[Detailsuche >](#) [2279 Treffer](#)

### Hengstportraits

Cartogan	Carlo	Bailadaro	Said Ox
			
<small>Hengstverzeichnis</small>	<small>Hengstverzeichnis</small>	<small>Hengstverzeichnis</small>	<small>Hengstverzeichnis</small>
VATER: Carthago	VATER: Chacco-Blue	VATER: Bailando	VATER: Pamir Ox
RASSE: Oldenburger	RASSE: Mecklenburger	RASSE: Deutsches Sportpferd	RASSE: Arabisches Vollblut
JAHRGANG: 2000	JAHRGANG: 2002	JAHRGANG: 2016	JAHRGANG: 1999
<a href="#">Zum Hengst</a>	<a href="#">Zum Hengst</a>	<a href="#">Zum Hengst</a>	<a href="#">Zum Hengst</a>



# OUR STALLION OF THE MONTH

## ■ Editorial Contribution

text: up to 4,500 characters

social media:

- Facebook and Instagram post
- Banner: static or animated
- format: 600 x 95 px



Foto: Marcus Ehning mit Comme il faut © Vornholt

### Unser HENGST DES MONATS September: Comme il faut

AM 5. SEPTEMBER 2019 /

Comme il faut von Cornet Obolensky aus der Ratina Z von Ramiro Z/Alme Z

Marcus Ehning und Comme il faut beim Longines FEI Nations Cup of Great Britain 2019 (1.60m):



### Internationale Erfolge

Aufgrund der vielen erfolgreichen Turnierstarts im In- und Ausland unter Marcus Ehning ist er auch Championatskaders.

in absolutes Ausnahmestück mit überragender Nachzucht, denn er hat in kommen bei den Bundeschampionaten in Warendorf „am Start“- sowohl als direkter

weit vom

er früh, denn sein Züchter  
imtheit Ludger Beerbaum.  
fütter namens „Ratina Z“  
nd erritt  
annschaftsweltmeister,  
elte etliche Schleifen in  
n. Ratina Z ist eines der  
r Zeiten und ist als ein in  
Riesenbeck auf Ludger's  
erung aufgestellt.

seinen 70-Tage-Test mit  
unkten abgeschlossen und  
Springerprüfungen,  
as Bundeschampionat  
war nicht nur Vize-  
Vize-Weltmeister der  
0.

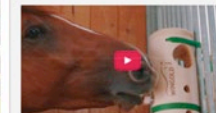


Comme il faut erobert die Lüfte mit Marcus Ehning im Sattel. © Vornholt

Im Horse-Gate Club anmelden

Anzeige

WINGOLD FUTTER- & APFELSPENDER  
Der innovative Trend für dein Pferd

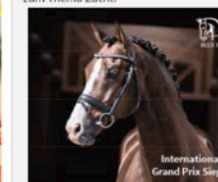


Anzeige

DAS HORSE-GATE FORUM



Registriere dich jetzt gratis im Forum und durchsuche über 1,4 Millionen Beiträge zum Thema Zucht!



NEUE BEITRÄGE IM FORUM





# STALLION OF THE MONTH IN THE NEWSLETTER

More than 15,000 receivers: Breeding and sports enthusiasts, breeders, stallion holders, breeding stations, etc.

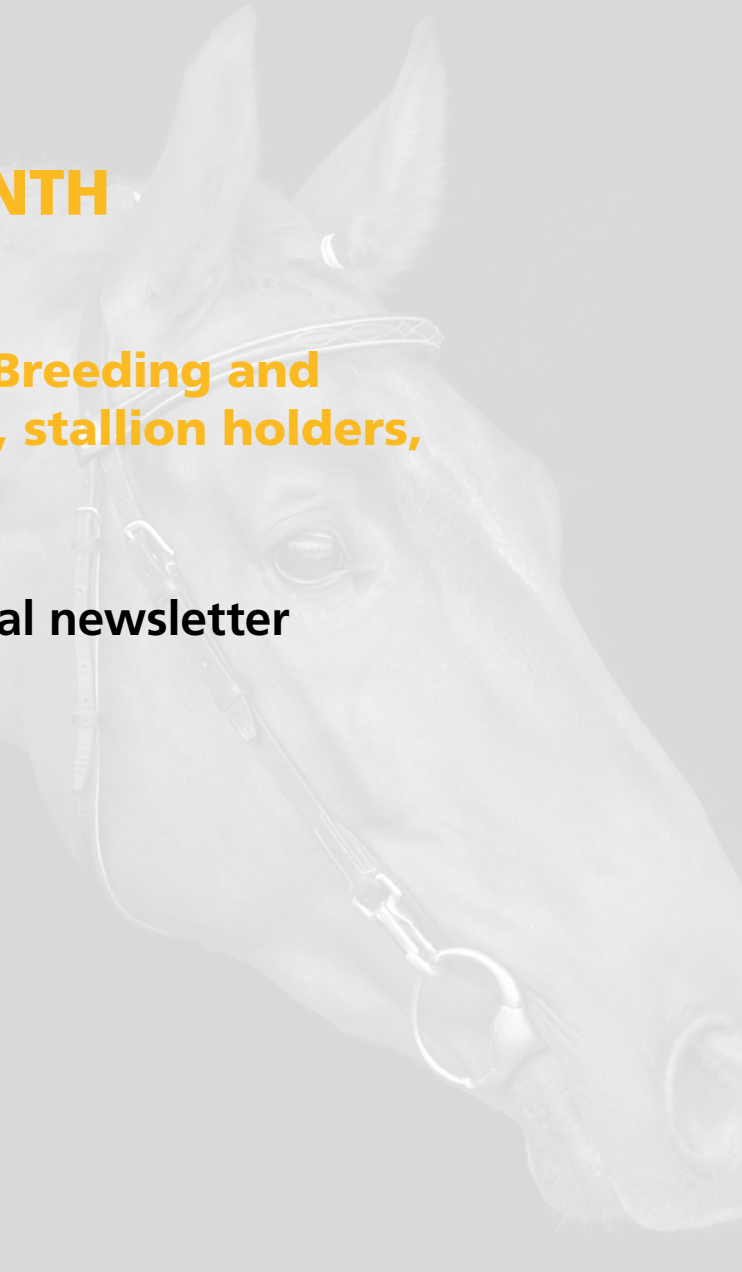
## ■ teaser or banner in an editorial newsletter



- Teaser: text up to 400 characters including spaces
- one photo (portrait format)
- **Wish link > Your SEO-advantage**
- banner: static or animated
- formate: 600 x 95 px

## ■ Stand-Alone

- Text: 300 to 700 characters (incl. spaces)
- Photos: 1 to 3
- Links: 2 (preferably as buttons)

The Place to be for Stallions  
**HORSE-GATE**



Liebe Pferdefreunde,

sichern Sie sich jetzt die 500 ml Sprüflasche von biorepell active horse protect und profitieren Sie von 15% Sonderabbatt bis Ende Mai 2017! Zusätzlich erhält jeder Käufer bis auf weiteres die praktische 120 ml Flasche für unterwegs gratis dazu.

**Optimaler Schutz für Ihr Pferd**  
...auch für unterwegs!

Die Kombination aus Bestandteilen der Blätter des Zitronenkalypso, fünf natürlichen Ölen und einem Trägerstoff aus der Kosmetikindustrie ohne Wasser und Alkohol verlangsamt die Freisetzung der Repellentmoleküle und sorgt für eine langanhaltende Wirkdauer bis zu 8 Stunden.


Bei einem bestehenden Sommerzelexem hat das praktische Triggerspray eine kühlende, beruhigende und pflegende Wirkung.

[» mehr erfahren](#)

**Aktion! 15% Sonderabbatt**  
... sichern Sie sich jetzt Ihre Sprüflasche.

Geben Sie den Rabattcode: PB15 bei Ihrer Bestellung mit an. "Das Angebot gilt solange der Vorrat reicht."

[» Hier gehts zur Sonderaktion](#)



Ihnen gefällt diese Empfehlung von **HORSE-GATE**? Sie möchten Ihre Produkte ebenfalls vorstellen?

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**Impressum**

FORUM Zeitschriften und Spezialmedien GmbH - Mandchhof 18 - 86504 Merching  
Tel.: 08233081-333 - Fax: 08233081-212  
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Falls Sie den Newsletter an eine andere E-Mail-Adresse geschickt bekommen möchten, geben wir Sie, wie dies über [unseren Newsletter](#) möglich ist.

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**HORSE-GATE**



## ALL SERVICES IN AN OVERVIEW

### Premium Stallion

#### Premium entry (duration 1 year)

- 1 stallion: **399,-**
- Starting at 3 stallions:  
**349,-/per stallion**

#### Additional option Eyecatcher

- Spot in the slider  
(limited to 10 spots)
- One spot per quarter
- The spot can be filled with a  
different stallion every month
- Additional advertisement  
through Social Media Post

**949,-**

### Further Specials

#### The Stallion of the mont

- Editorial article
- Social Media post
- Spot in the newsletter

**499,-**

#### Advertorial

- Editorial article
- stud farm/topic of your choice
- Spot in the newsletter

**499,-**



## CONTACT PERSONS

### OBJECT LEADER



**Kai Schwarz**

Tel. +49 (0) 8233/381-164

kai.schwarz@forum-zeitschriften.de

### PORTAL MANAGER



**Sophia Tigges**

Tel. +49 (0) 8233/381-507

sophia.tigges@forum-zeitschriften.de

### MEDIA CONSULTANT



**Michaela Reitmayer**

Tel. +49 (0) 176/20278499

corequi@gmx.de



Zeitschriften und  
Spezialmedien GmbH

FORUM Zeitschriften und Spezialmedien GmbH, Mandichostraße 18, 86504 Merching, Tel. +49 (0) 8233/381-142, Fax -212



Horse-Gate.com



# GENERAL TERMS AND CONDITIONS

## Item 1

„Advertisement order“ in the sense of the following general terms and conditions is the contract for the publication of one or more advertisements of an advertiser or other advertiser in a printed publication for the purpose of distribution.

## Item 2

In case of doubt, advertisements are to be called up for publication within one year after conclusion of the contract. If the right to call for individual advertisements has been granted within the framework of a contract, the order shall be processed within one year of the appearance of the first advertisement, provided that the first advertisement is called and published within the period specified in sentence 1.

## Item 3

In the case of contracts, the client is entitled to call up further advertisements in addition to the number of advertisements specified in the order within the agreed period or the period specified in Item 2.

## Item 4

If the customer is granted a discount by the publisher (e.g. quantity discount) and if the order is subsequently not or not completely fulfilled, the customer must - without prejudice to other legal obligations - reimburse the publisher the difference between the discount granted and the discount corresponding to the actual purchase. The reimbursement obligation shall not apply if the non-fulfilment is due to force majeure or is the fault of the publisher.

## Item 5

When calculating the purchase quantities, text millimetre lines are converted into advertisement millimetres according to the publisher's specifications.

## Item 6

Orders for advertisements and third-party inserts that are declared to be published exclusively in specific numbers, specific issues or in specific places in the publication must be received by the publisher in sufficient time so that the customer can be informed before the advertising deadline if the order cannot be executed in this way. Classified advertisements will be printed in the respective section without this requiring express agreement.

## Item 7

Advertisements which are not recognisable as advertisements due to their editorial design will be clearly identified as such by the publisher with the word "advertisement".

## Item 8

The Publisher reserves the right to reject advertising orders - including individual call-ups within the framework of a contract - and orders for inserts on the grounds of content, origin or technical form in accordance with the Publisher's uniform, objectively justified principles, if their content violates laws or official regulations or their publication is unreasonable for the Publisher. This also applies to orders placed with branch offices, receiving offices or representatives. Orders for

inserts are only binding for the publisher after a sample of the insert has been submitted and approved. Inserts which, due to their format or presentation, give the reader the impression of being part of the newspaper or magazine or which contain third-party advertisements will not be accepted. The client will be informed immediately if an order is rejected.

## Item 9

For the punctual delivery of the advertisement text and the flawless printing material or the inserts is the client responsible. The publisher shall immediately request replacement for recognisably unsuitable or damaged printing material.

The publisher guarantees the print quality customary for the title in question within the scope of the possibilities provided by the printing material.

## Item 10

In the event of the advertisement being printed wholly or partially illegible, incorrect or incomplete, the client shall be entitled to a reduction in payment or a faultless replacement advertisement, but only to the extent that the purpose of the advertisement has been impaired. If the publisher allows a reasonable period of time set for this purpose to elapse, or if the replacement advertisement is again not flawless, the customer shall be entitled to a reduction in payment or cancellation of the order. Claims for damages from positive breach of contract, culpa in contrahendo and tort are excluded - even if the order is placed by telephone. Claims for damages arising from impossibility of performance and delay are limited to compensation for foreseeable damage and to the fee payable for the advertisement or supplement in question. This does not apply to intent and gross negligence on the part of the publisher, its legal representative and its vicarious agents. Any liability of the publisher for damages due to the lack of warranted characteristics remains unaffected. In commercial business transactions, the publisher shall also not be liable for gross negligence on the part of vicarious agents; in other cases, liability for gross negligence shall be limited to the foreseeable damage up to the amount of the advertisement fee concerned. Complaints - except in the case of non-obvious defects - must be made within four weeks of receipt of invoice and proof can be claimed.

## Item 11

Proofs shall only be supplied upon explicit request. The client is responsible for the correctness of the returned proofs. The publisher shall take into account all error corrections which are communicated to him within the period of time legally allowed when sending the proofs.

## Item 12

If no special size specifications are given, the usual print height for the type of advertisement is used as a basis for the calculation.

## Item 13

Cancellation of an order must be made by the advertising deadline, free of charge. Costs already incurred (setting costs, postage etc.) will be invoiced separately. With cancellation of an order after the closing

date for advertisements or if they are not submitted in time of printed documents, a cancellation fee amounting to 100 % of the price for invoice the corresponding issue to the order volume ordered put. The cancellation of an order must be made by the respective the publisher must receive a written copy of the advertising deadline.

## Item 14

If the client does not make payments in advance, the invoice will be sent immediately, but if possible fourteen days after the publication of the advertisement. The invoice shall be paid within the period shown in the price list from receipt of the invoice, unless a different payment period or advance payment has been agreed on in individual cases. Any discounts for early payment are granted according to the price list.

## Item 15

In the event of default or deferment of payment, interest and collection costs will be charged. In the event of default in payment, the publisher may defer further execution of the current order until payment has been made and demand payment in advance for the remaining advertisements. If there is reasonable doubt as to the solvency of the customer, the publisher is entitled, even during the term of an advertising contract, to suspend the publication of further advertisements without regard to an originally agreed payment term from the advance payment of the amount and from the settlement of outstanding invoice amounts.

## Item 16

The publisher will supply a copy of the advertisement with the invoice on request. Depending on the type and scope of the advertisement order, advertisement cuttings, voucher pages or complete voucher numbers will be supplied. If a voucher can no longer be procured, it will be replaced by a legally binding certificate from the publisher confirming the publication and distribution of the advertisement.

## Item 17

The customer shall bear the costs for the production of ordered printing documents as well as for substantial changes to originally agreed on designs requested by the customer or for which he is responsible.

## Item 18

In the case of a contract for several advertisements, a claim to a price reduction can be derived from a reduction in circulation if, on the overall average of the insertion year beginning with the first advertisement, the average circulation stated in the price list or otherwise or - if a circulation is not stated - the average number of copies sold (in the case of trade journals the average number of copies actually distributed) of the previous calendar year. A reduction in circulation shall only be considered a reduction in price justified defect, in the case of

a circulation of up to 50,000 copies by	20 %
a circulation of up to 100,000 copies by	15 %
a circulation of up to 500,000 copies by	10 %
a circulation of more than 500,000 copies by	5 %

## Item 19

In the case of numeric advertisements, the publisher shall apply the care

of a prudent businessman for the safekeeping and timely forwarding of the offers. Registered letters and express letters in response to numeric advertisements will only be forwarded by normal mail. Receipts of numeric advertisements will be kept for four weeks. Letters which are not collected within this period will be destroyed. The publisher will return valuable documents without being obliged to do so. The publisher reserves the right, in the interest and for the protection of the client, to open incoming offers for verification purposes in order to prevent misuse of the number service. For the forwarding of business promotions and brokerage offers, the publisher is not obliged to.

In addition, claims to price reductions are excluded for contracts if the publisher has informed the client of the reduction in circulation in good time so that the client can be informed before the advertisement appears and the client was hence able to step back from the contract.

## Item 20

Printing material will only be returned to the client upon special request. The obligation to store the documents ends three months after the end of the order.

## Item 21

Place of performance is Augsburg. In business transactions with merchants, legal persons under public law or special funds under public law, the place of jurisdiction for legal actions is Augsburg. Insofar as claims of the publisher are not asserted in dunning proceedings, the place of jurisdiction for non-merchants shall be determined by their place of residence. If the domicile or usual place of residence of the client, also in the case of non-merchants, is unknown at the time the action is filed or if the client has moved his domicile or usual place of residence outside the scope of the law after conclusion of the contract, is agreed upon as place of jurisdiction Augsburg.

## Item 22

All present and future claims of the agency against its client, regarding the insertion and possible additional costs, are assigned to the publisher. The agency is authorised to collect the assigned claims as long as it fulfils its contractual payment obligations to the publisher. The publisher is in principle entitled to disclose the assignment and to collect the claim itself.

## Item 23

The client alone is responsible for the content and legal admissibility of the text and image documents provided for the insertion. It is the responsibility of the client to indemnify the publisher from any claims of third parties which may arise against the publisher from the execution of the order, even if it is cancelled. The publisher is not obliged to check orders and advertisements to see whether they infringe the rights of third parties. If cancelled advertisements appear, the client shall not be entitled to any claims against the publisher as a result.

## Item 24

Photographic material sent in must be free of third-party rights.



*The Place to be for Stallions*  
**HORSE-GATE**



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