



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

Reach 124,000  
horse breeders  
and breeding  
enthusiasts  
per month

**ONLINE MEDIA DATA 2020**



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

#### ■ 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.

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

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

**EXTENSION  
 OF RANGE:**

[www.pferde-betrieb.de](http://www.pferde-betrieb.de)  
 + 5,600 Visitors

[www.derhund.de](http://www.derhund.de)  
 + 350,000 Visitors

Horse-Gate.com

Numbers: Effective December 2019

# BANNER

## Ad-Bundle

### Bannerformate

**Skyscraper** 160 x 600 px

**Leaderboard** 728 x 90 px

**Medium Rectangle** 300 x 250 px

**Teaser-Box** 300 x 125 px

**Catfish** 300 x 125 px

**Wallpaper**

**Parallax** 1.200 x 600 px

### Mobile-Bannerformate

**Parallax** 300 x 600 px

■ Other formats available on request.

### Banner creation service:

We create a banner for you! Price (hourly rate)

on request

**450 €/month**

**400 €/month**

**290 €/month**

**980 €/year**

**550 €/month**

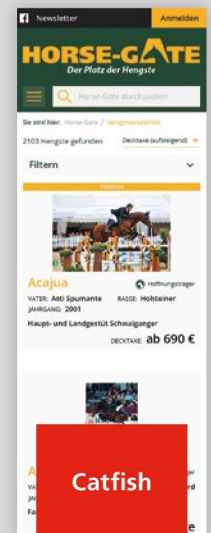
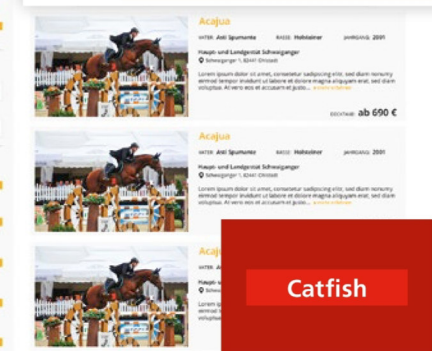
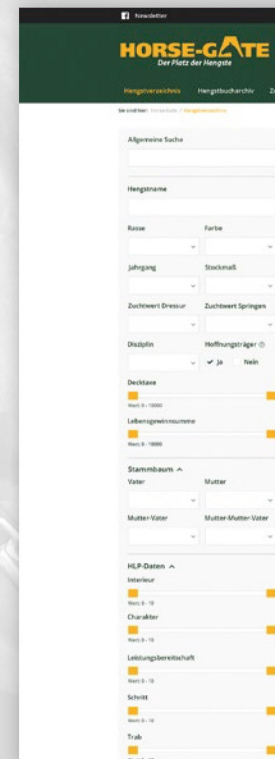
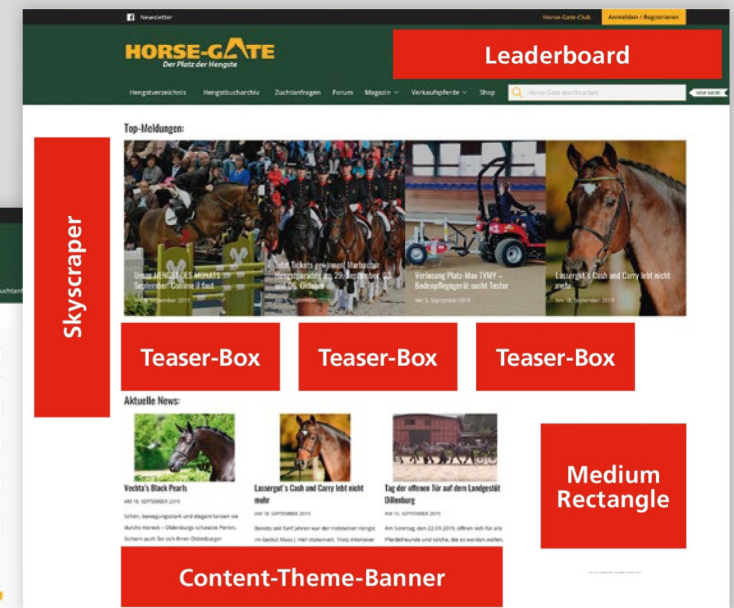
**960 €/month**

on request

on request

**70 €**

WE WOULD LOVE  
TO PLAN INDIVIDUAL  
CAMPAIGNS,  
ORIENTED ON YOUR  
NEEDS, FOR YOU!



Mobile view



# PR | CONTENT

## 1. Product News

Optimal for

- Product launches
- Special offers + discounts
- Events
- ...

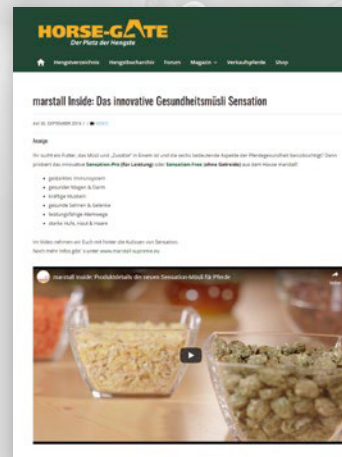
Extent\*: Editorial teaser, text up to 500 characters including spaces, 2 pictures

**Wish link >**

**Your SEO advantage**

Duration: at least 3 months

Price: **155 €/month**  
**290 €/month (+ 1 video)**



Product news

## 2. Teaser

Extent\*: Editorial teaser, text up to 1,000 characters including spaces, 3 pictures and 1 video)

**Wish link > Your SEO advantage**

Content can be changed 3 times during duration

**1 sponsored post on facebook**

Duration: 3 months

Price: **500 €/month**

## 3. Advertorial

Your own advertising main page

Optimal for

- Company portrait
- Product explanation/presentation
- ...

Extent\*: extensive editorial processing, text up to 5,000 characters including spaces, 4 pictures and 1 video

**Wish link >**

**Your SEO advantage**

Content changeable 1 x per quarter

SEO-optimization by publisher

Duration: 3 months

Price: **850 €/month**

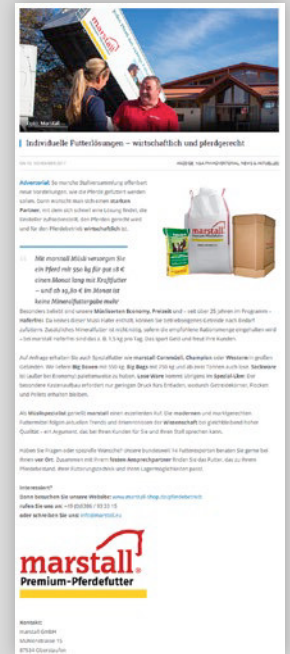
6 months

**650 €/month**

12 months

**450 €/month**

Advertorial



# NEWSLETTER

## 1. Editorial newsletter

### Teaser or banner

**Extent\*:** Teaser  
Text up to 400 characters  
including spaces one picture  
(portrait format)

**Wish link >**

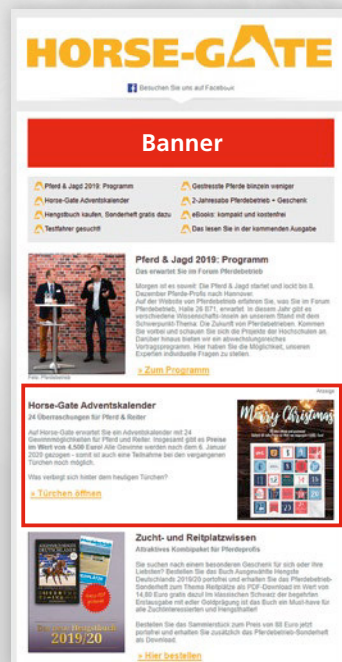
**Your SEO advantage**

static or animated

**Banner:** 600 x 95 px

**Recipient:** 15,000

**Price:** 450 €



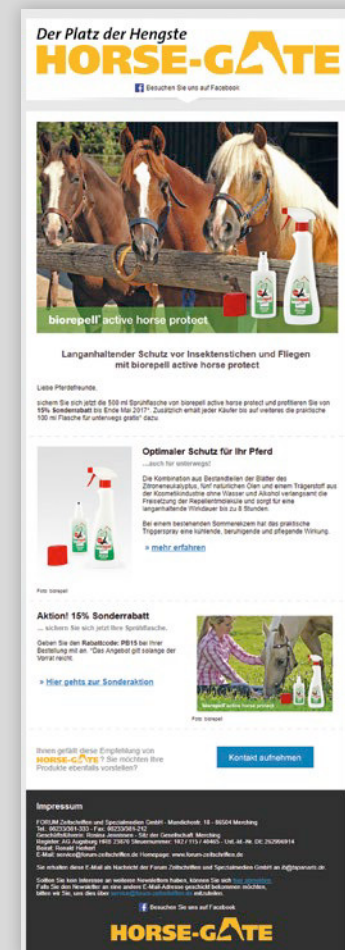
## 2. Stand alone

### Your individual newsletter

**Extent\*:** Text 300 up to 700 characters  
incl. spaces  
1 to 3 pictures  
2 links (preferably as  
a button)

**Recipients:** 15,000

**Price:** 850 €



**Text creation service:** You don't have a finished text?  
We are happy to help! Please contact us.

# SPECIALS

## 1. Quiz | Raffle

- We create quiz and raffle questions or other interactive formats for you.

**Extent:** Application on the homepage  
logo + banner placement  
teaser in the newsletter and on Facebook

**Duration:** 3 months                      6 months  
**Price:**            **550 €/month**            **400 €/month**

Optional: Sponsoring of prizes and vouchers possible!

## 2. Sweepstakes | Social Media

- The raffle will be run on Facebook. We can create the raffle question for you on request.

**Duration:** 3 - 5 days  
**Price:**            **400 €**

## 3. Product Tests | online + print

- Our online community tests and reports on your products.
- Authentic user-generated content

**Extent (online):** Application on the start page  
Distribution in the newsletter and on Facebook

**Duration:** 3 months  
**Price:**            **2,000 €/month**

## 4. Calendar | Product Calendar

- Placement of your products, services or offers according to the month in your individual product calendar, e. g. „feed calendar“ with corresponding seasonal product recommendations and link to your homepage with direct purchase possibility.

**Extent (online):** Presentation on the homepage  
1 to 2 products per month  
logo + banner placement  
distribution in the newsletter and on Facebook

**Duration:** 3 months            6 months            2 months  
**Price:**            **850 €/month**    **650 €/month**    **450 €/month**

**Text creation service:** You don't have a finished text?  
We are happy to help! Please contact us.



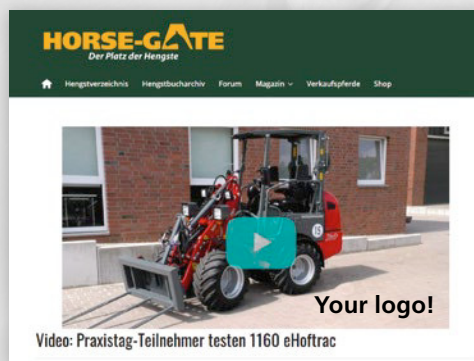


# SPECIALS

## 1. Video Productions

- We produce and distribute your videos for you.
- Product video, explanatory video or image films ...

You don't have a video yet?  
As media professionals we know, which contents attract. For one clip (max. 3 minutes with a filming location in Germany) we create the storyboard in coordination with you and produce your video including editing and voice-over.



### Possible formats

- **Company portraits:** Image and branding in top form.
- **Product video:** The function mode of innovative products or services presented effectively and comprehensibly.
- **Case study:** The format for storytelling. Videos share messages with interesting perspectives and dramaturgy.
- ...

**Price on request**

## 2. eCampaign (eBook)

- Our KOMPAKT editions bundle up professional know-how in a compact digital format.
- Use the eBook to present your products and services. We create the editorial content in coordination with you and distribute the eBook as eCampaign to our common target group. As an exclusive sponsor you will receive advertising space and your logo on the front page of the eBook.

The advertisement for the free download is made via our newsletter and Facebook. Your eBook will remain on our website for at least one year.

**Price: 3.990 €**



### 3. Webinar

#### ■ Transfer of know-how in sponsored webinars

Webinars are a modern form of information transfer and training. They offer first-hand expertise, enable interaction and discussions between participants and presenter and they do not incur travel costs for participants.

Together with you, we bring your know-how to our target group with the Sponsored Webinar, precisely and without wastage.

The Sponsored Webinar is free of charge for the participants.

#### **Your benefits:**

Precise targeting and highly qualified leads

- You position yourself as a competent partner with an education format free of advertising.
- By registering with advertising clearance, participants demonstrate their explicit interest in your topic.
- You receive the generated leads with advertising permission as a file.

#### **Conception + implementation:**

- As media professionals in equestrian sport, breeding and husbandry, we know how to disseminate specialist information competently. We are at your side when it comes to finding topics and designing the presentation.
- The webinar is produced with your speaker at our facilities, moderated and broadcast via our software at the agreed date.

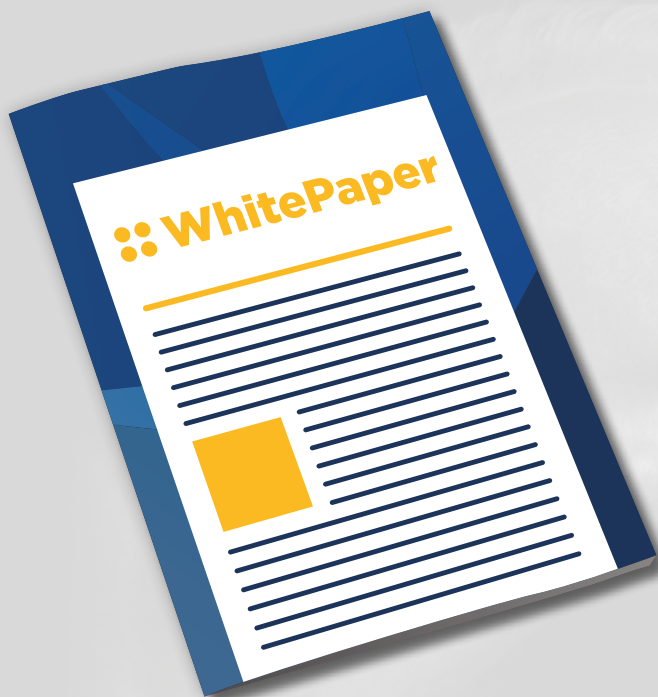
#### **Your cross-media package with four building blocks:**

- Announcement in the webinar newsletter.
- Announcement of the webinar on the website **www.horse-gate.com** (duration depends on campaign).
- Landing page with lead survey forms for participant registration (duration depends on campaign).

**Price:**            **5,900 €**







#### 4. White Paper (...) Lead Generation

- Whitepapers present complex contents in an understandable, ad-free manner and convince customers through competence. They are used as a communication and advertising tool to generate high-quality customer contacts via campaigns aimed at specific target groups (lead generation).

We bring your whitepaper precisely and without wastage to the target group of horse enthusiasts, breeders and stables.

##### Your Benefits:

Precise targeting and highly qualified leads

- With our established portal **www.horse-gate.com** we reach the target group relevant for you on several channels.
- By downloading against registration and advertising approval, readers demonstrate their explicit interest in your topic.
- You receive the generated leads with advertising permission as a file.

##### Your Package with three Modules

- Message in the e-mail newsletter on the whitepaper
- Announcement of the white paper on the website **www.horse-gate.com** (online for one year)
- Landing page with lead survey form (one year online)

**Price: 4.900 €**



## CONTACT PERSONS

### OBJECT LEADER



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WE ARE HAPPY TO  
PLAN INDIVIDUAL  
CAMPAIGNS FOR YOU,  
ADAPTED TO  
YOUR NEEDS!



Zeitschriften und  
Spezialmedien GmbH

FORUM Zeitschriften und Spezialmedien GmbH, Mandichostraße 18, 86504 Merching, Tel. 08233/381-142, Fax -212



Horse-Gate.com

# AGBs

## 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**



STRONG BRANDS UNDER ONE ROOF: [Horse-Gate.com](https://Horse-Gate.com) | [Pferde-Betrieb.de](https://Pferde-Betrieb.de)