



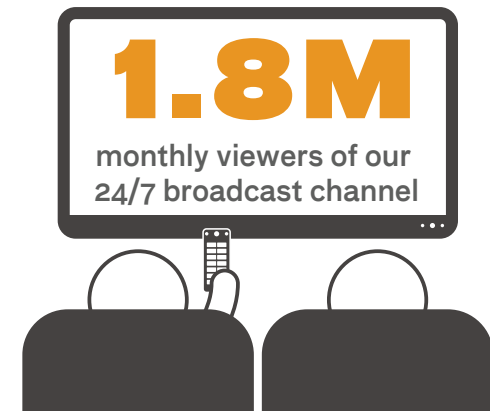
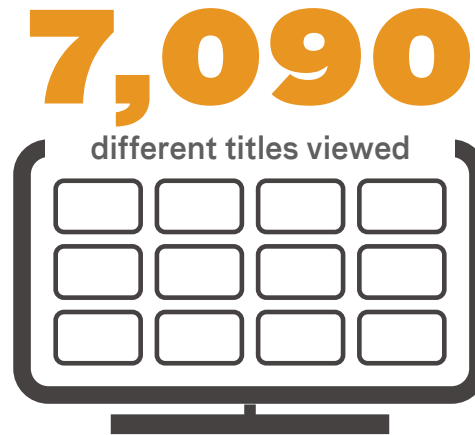
HORSE & COUNTRY



2024 MEDIA PACK

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H&C BUILDS MOMENTUM



* All figures relate to 12 month period

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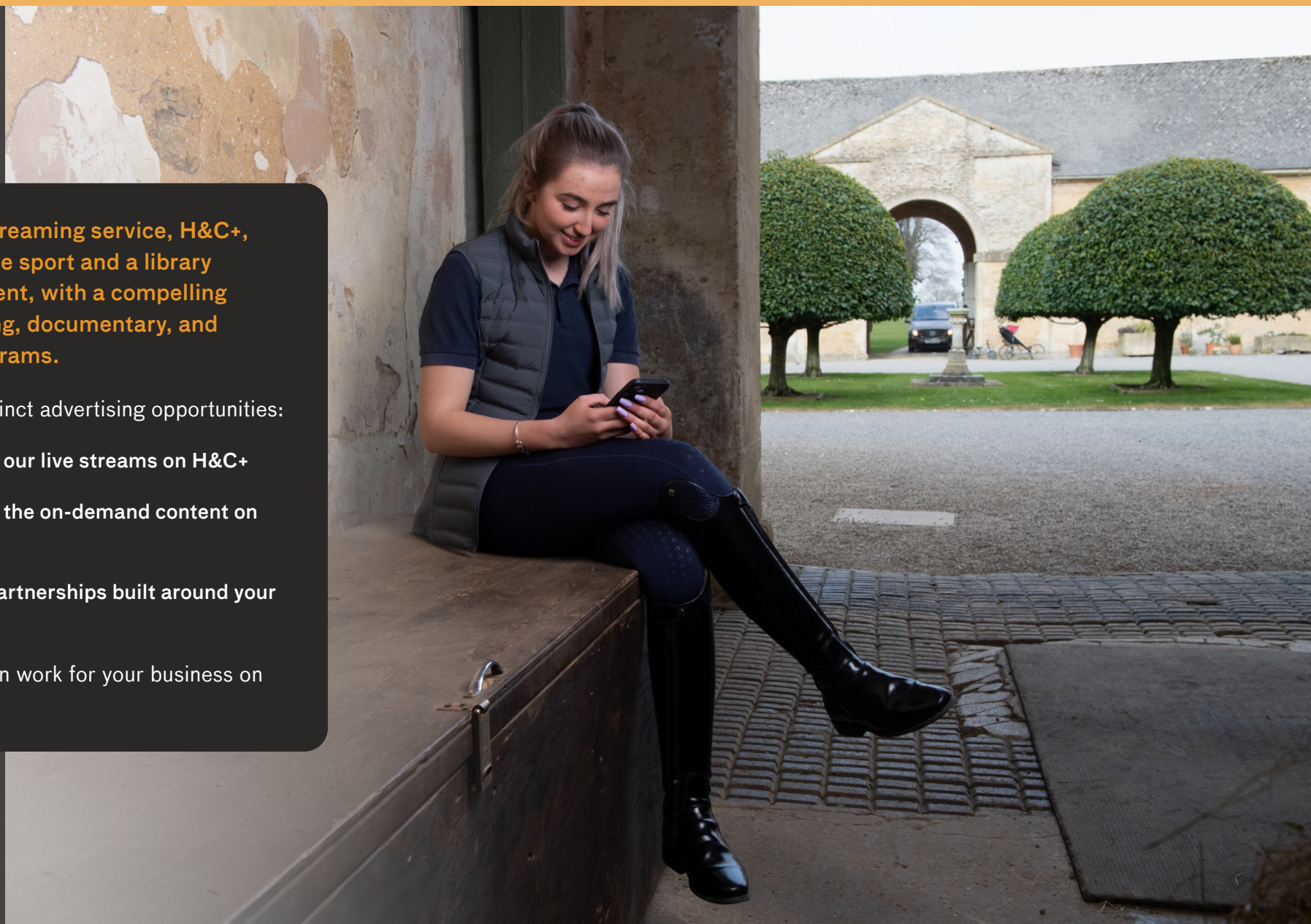
ADVERTISING ON H&C

Our subscription streaming service, H&C+, features loads of live sport and a library of on-demand content, with a compelling mix of sport, training, documentary, and entertainment programs.

H&C offers three distinct advertising opportunities:

- Advertising around our live streams on H&C+
- Advertising around the on-demand content on H&C+
- Bespoke content partnerships built around your brand

Find out how each can work for your business on the following pages.



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LIVE STREAM ADVERTISING ON H&C+



Live streams are the ideal way to reach precisely the passion group you're targeting.

With hundreds of events to choose from covering all disciplines from grass roots to 5*, our team will build a package tailored to your brand's requirements.

Both pre-rolls (unmissable) and spots inserted into the stream (in breaks in the action) are available, from as little as \$250 per day.

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EMMA MILLER

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ON-DEMAND ADVERTISING ON H&C+

As well as our live sport, members of H&C+ can watch all of H&C's original entertainment, training and documentary programs whenever they like.

And H&C+ members can also watch all our live sport on-demand from right after the event is finished.

Advertisers can take advantage of solo pre-roll and mid-roll spots and, with month-long campaigns delivering tens of thousands of views starting from just \$1,500, it's a great way to build frequency and impact within the equestrian community.



Live Events

Series & Shows

View Plans

Get My Clip

Search

Training & Advice



Lights Camera Atkinson



Lauren Nicholson Masterclass presented by the Grayson Jockey Club Research Foundation



Back to Basics: Showjumping

Originals



Riding with the Reddens



Hannah Sue & Matt Hollberg Masterclass Presented by MARS Equestrian



Jack LaTorre EquiBody Fitness

Disciplines



Dressage at Devon 2023: Grand Prix Freestyle Highlights



NCEA National Championships 2023



USEA American Eventing Championships presented by Nutrena Feeds 2023 Highlights

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CONTENT PARTNERSHIPS

We produce video content that works hard on H&C and on your own and third-party platforms.

In 2023 we partnered with **MARS Equestrian**, **Toggi**, **Grayson Jockey Club Research Foundation**, **Mochara**, **Voltaire**, **LeMieux**, **Great British Racing** and many others on projects ranging from simple masterclasses featuring their sponsored riders, to full-blown series.

With title sponsorship of projects starting from just \$5,000 there's sure to be a program idea that's the perfect vehicle for your brand.

And, for a lower entry cost, there are also module and product placement opportunities within programmes like **Swipe Up Kick On** and **Riding with the Reddens**.



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NEXT STEPS

We hope this has served to pique your interest in activity on H&C this year.

If you'd like a proposal, or to discuss the options outlined here in further detail, we'd be delighted to meet in person or virtually.

To take things to the next stage, please contact me using the details below.

We look forward to working with you to grow your business in 2024.



CONTACT

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