

2025
MEDIA
PACK

1

**AT HORSE & COUNTRY WE DO
TWO THINGS FOR BRANDS...**

**WE PLACE
BRANDS
INSIDE
GREAT
CONTENT**

**WE PLACE
BRANDS
ALONGSIDE
GREAT
CONTENT**

ON THE FOLLOWING PAGES FIND OUT HOW H&C CAN HELP BUILD YOUR BRAND IN 2025

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YOUR BRAND ALONGSIDE OUR CONTENT



You put a lot of effort into creating your ads* so it's imperative they run in environments that do them justice. At H&C we have three premium advertising environments for you to choose from:

Our streaming service H&C+

We'll stream over 500 days of live sport in 2025. The two main opportunities for advertisers are unskippable pre-rolls, and ads inserted into the stream. We can help you build a campaign targeting a specific discipline or audience. Prices vary depending on the level of competition, from just £120 per day (grassroots sport) with a minimum investment of £950.

Our television channel Horse & Country

Television is still a key part of the marketing mix and research shows the bigger the screen, the higher the recall.** Horse & Country is available on all connected LG television sets in the UK and is widely distributed on cable systems and FAST platforms*** around the world. It's also part of the package for H&C+ members.

The channel features all of our entertainment programming alongside selected live events and highlights. A month-long campaign on Horse & Country (10 x 30" peak time spots per day) costs just £2,250.

Our website horseandcountry.tv

We offer a limited number of high-impact, high traffic positions on our homepage and elsewhere. It's a premium environment with not a pop-up to be seen. Month-long banner ad campaigns start from just £950.

* If you don't have an ad, we can help you to produce one

** Thinkbox "Context Effects" Study 2024

*** FAST = Free Ad-supported Streaming TV.

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INTRODUCING THE H&C REACH & FREQUENCY BUILDER PACKAGE

Research shows that people respond better to ad messages seen across multiple screens and platforms*. That's why we've created this new package for advertisers featuring ad formats across H&C+, horseandcountry.tv, and the Horse & Country channel. Across a calendar month, advertisers receive:

- A Run of Site** pre-roll campaign on H&C+
- A high-profile banner position on the horseandcountry.tv homepage and other heavy traffic pages
- A 10 x 30" spots per day campaign on the Horse & Country channel with 50% of spots guaranteed in peaktime (5pm – 11pm)

We're offering the Reach & Frequency Builder Package at a heavily discounted rate against the combined cost of the individual elements of just £3,450 per month. Further significant discounts will apply for campaigns across two or more months. Why not plan Frequency Builder Packages across the year to coincide with your key trading times.

* Spectrum Reach and Magna Global Research 2022

** Run of Site means your ad plays before all streams other than those specifically booked by other advertisers



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YOUR BRAND INSIDE OUR CONTENT

Branded content is increasingly a core component of many brands' marketing strategy. In the equestrian world, nobody rivals H&C in volume and quality of branded content output. Our blockbuster reality series, All Star Academy (see page 6), is the biggest property in the sector. And we've created many other formats specifically tailored to meet the marketing requirements of our brand partners.

Brands can also feature within H&C content through product placement or the creation of a branded module within a show or series. Talk to our team and we'll work with you to create the right showcase for your brand. Investment levels start from £7,500 for a stand-alone project, £4k for a module within a show and £2k for product placement.

And don't forget one of the key benefits of branded content is we'll deliver you multiple assets to post and share on your own social feeds.



SOME OF OUR PROJECTS AND PARTNERS FROM 2024



Postcards From Paris: NAF, Dodson & Horrell, Toggi
NAF, Dodson & Horrell, Toggi



Grooms: Integral to Success
MARS Equestrian



Alex Bragg: Winter Training for Eventers
Redmills, Flair, Henry James, Event, Equiclass



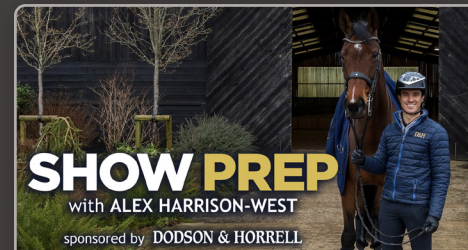
Cobs Can Go Eventing
EQUIDRY



Cobs Can Go Arena Eventing
Woof Wear



Lucy Robinson: Road to Blenheim
GS Equestrian



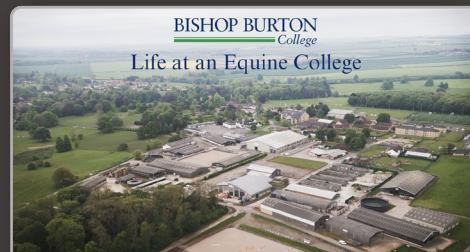
Show Prep with Alex Harrison-West
Dodson & Horrell



Back to Basics: Retraining of Racehorses
Great British Racing



Cornbury Creates Champions
The Howden Way



Life at an Equine College
Bishop Burton, Toggi and Champion



National Racehorse Week with William Fox-Pitt
Great British Racing



Shetland Pony Grand National: The Magic of London
London International Horse Show

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YOUR BRAND HERE

ALL STAR ACADEMY RETURNS FOR 2025

We're delighted to confirm that All Star Academy will return in 2025. The 2024 series saw clothing brand Mochara putting their name to the fore as title sponsors and ten other brands participating through module sponsorship and product placement.

HERE ARE SOME KEY DATA POINTS FROM 2024 THAT UNDERLINE THE SCALE OF THE OPPORTUNITY:

4,159,229

impressions on
organic social

2,911,153

video views on
organic social

20x

email campaigns
sent with an open
rate of 25.22%

129,616

episode plays
on FAST TV

51,000

YT views of
video auditions

197,000

YT views of
episode clips

We're going to be filming ASA earlier this year so, if you'd like to be part of the biggest equestrian programme franchise, contact us now.

7 SOME NUMBERS FROM 2024



H&C+

JAN - DEC

840k

plays

23m

minutes viewed



Horse & Country channel

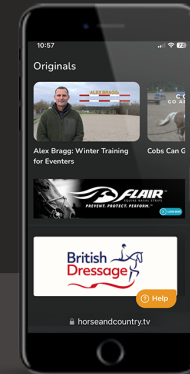
DEC

418k

sessions

2.2m

minutes viewed



H&C online & social

JAN - DEC

75.5m

social media
impressions

26.5%

email open rate

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NEXT STEPS

I hope this has served to whet your appetite for activity on H&C this year.

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

I look forward to hearing from you, contact details below.



CONTACT

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