



Size specifications

Size	Width x Height (mm)
FULL PAGE (with border)	186 x 255
FULL PAGE (no border)	216 x 303
HALF PAGE HORIZONTAL	186 x 126
HALF PAGE VERTICAL	90 x 255
QUARTER PAGE VERTICAL	90 x 126
QUARTER PAGE HORIZONTAL	184 x 62.5
EIGHTH PAGE	89.5 x 62.5

Copy specifications

We offer a free artwork service to make advertising as easy as possible. We can create an advert to your specifications at no extra cost, all we need is an idea of the text you wish to use and any photos or logos you would like included. (If supplying us with photos or logos, please do not fold, mark or fax them). We will provide you with a proof before going to press. If you prefer to supply your own advert please see below.

We can accept InDesign and Quark documents. Please ensure you include the relevant hi-res images and logos together with fonts. Also include a proof of your advert (preferably colour) or a PDF proof, so we can accurately check it. We accept zip disks, CDs, email (c.allen@markallengroup.co.uk).

Please supply any hi-res images at 300dpi. Images scanned at 72dpi or taken from the web are of an inferior quality and should be avoided. If using digital cameras please have the setting on maximum quality. We also accept adverts created in Photoshop and Illustrator, or PDF files (PDF files must be written to our specifications, which are available via email). We will need to re-work any adverts created in Microsoft Word, Word Art or similar programmes.

Contact details

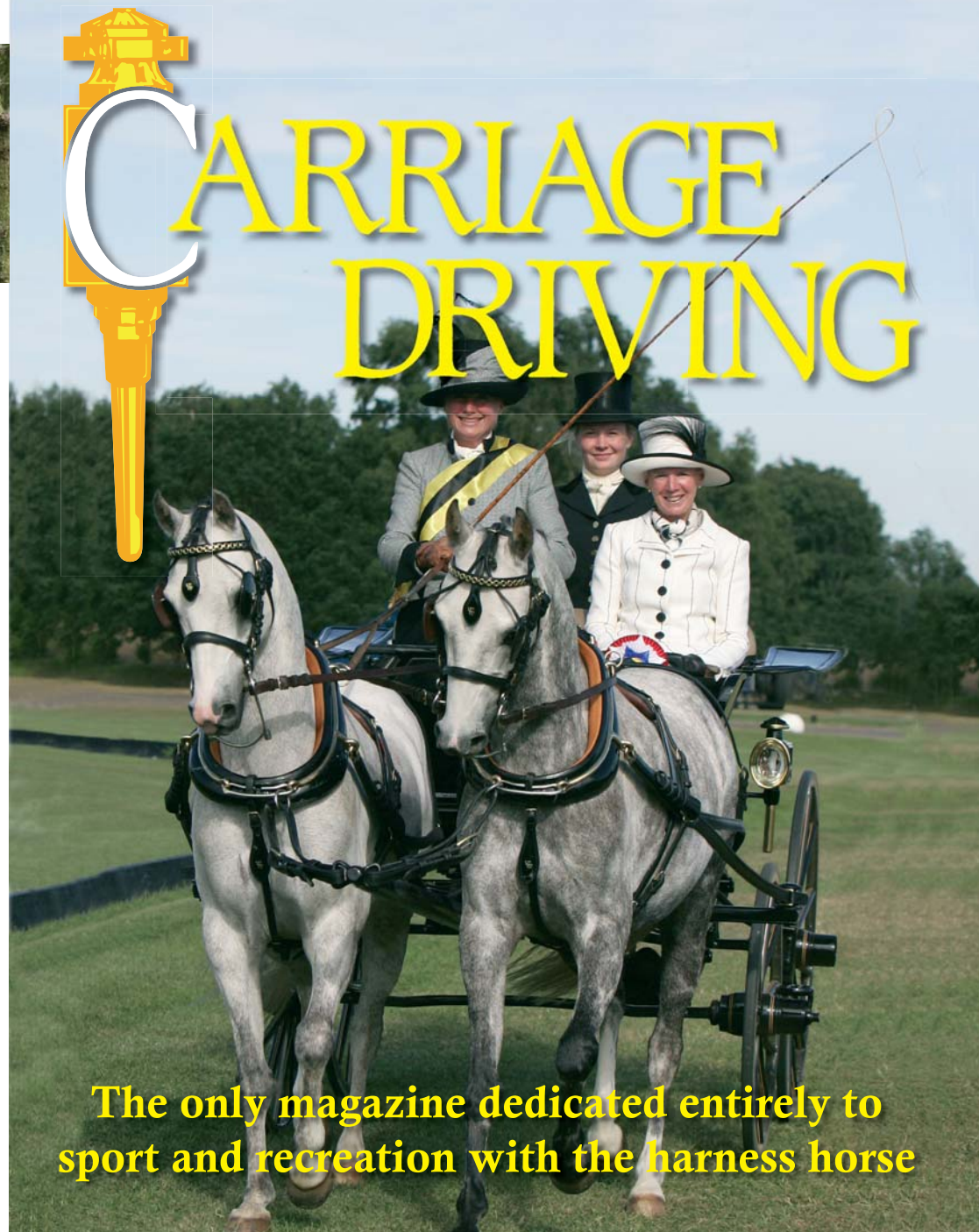
Telephone: 01722 716996, Fax: 01722 716887, www.carriage-driving.com.

Email: advert@carriage-driving.com

Carriage Driving magazine, Jesses Farm, Snow Hill, Dinton, Wiltshire SP3 5HN

Carriage Driving is published by A & D Media Limited, Jesses Farm, Snow Hill, Dinton, Nr Salisbury, Wiltshire SP3 5HN

CARRIAGE DRIVING



The only magazine dedicated entirely to sport and recreation with the harness horse

Media Information



About Carriage Driving

Established over 15 years ago, *Carriage Driving* is the only magazine of its kind available in this country, covering all elements of this growing sport and increasingly popular leisure activity. Produced monthly in a full colour, A4 format, it presents an informative, lively view of the many aspects of this fast expanding sport.

The magazine is packed with the latest news, views, and results, plus personality profiles, training and advice, and historical features, as well as comprehensive show reports, from both the UK and abroad.

Carriage Driving magazine covers all aspects of carriage driving, including private driving, coaching, light trade, show Hackneys, and recreational driving, plus the fast-paced and exciting sports of scurry driving and horse driving trials.

Why advertise with us?

The sport of carriage driving has never been more popular, and the ever-appealing *Carriage Driving* magazine offers advertisers a targeted way in which to promote their services or products directly to those involved in the carriage driving fraternity.

Our November 2005 readership survey shows:

- Our readers boast a wide range of occupations including the retired, and cover an age range from 19 - to the over 60's.
- 96% of our readers own between them a total of over 23,000 horses and ponies and nearly 15,000 carriages, both modern and traditional.
- 99% of our readers read the advertisements.
- 71% of our readers subscribe to the magazine each month.
- 77% of our readers have made purchases as a direct result of an advertisement in *Carriage Driving* magazine.
- Our most popular sections include training features, 'in the news' and the classified pages.

Circulation

Around 8,000 copies of *Carriage Driving* are printed monthly and average sales are circa 5,200 per month. Therefore, with 2.31 readers per copy, *Carriage Driving* boasts a readership of over 12,000, which is growing monthly. It is on sale the last Friday of each month and is available on subscription and can be purchased at any good newsagent throughout the country.

Monthly advertising feature list

Our advertising features allow advertisers the chance to promote their products alongside editorial specific to their business:

January	Stables & Yards	July	Summer Horsecare
February	Harness	August	Alternative Remedies & Veterinary Products and Services
March	Healthy horse	September	Rugs & Winter Clothing
April	Transport	October	Winter Feeding
May	Insurance	November	Christmas special
June	Pasture Maintenance	December	Carriages

Display Advertising Rates

ADVERTISEMENT	NO. OF INSERTIONS			
	1	3	6	12
SIZE (all colour)				
FULL PAGE	£900	£830	£765	£720
HALF PAGE	£495	£455	£420	£395
QUARTER PAGE	£295	£275	£250	£235
EIGHTH PAGE	£160	£145	£135	£125

ADVERTISEMENT	NO. OF INSERTIONS			
	1	3	6	12
SPECIAL POSITIONS				
INSIDE FRONT COVER	£1100	£1010	£935	£880
INSIDE BACK COVER	£1100	£1010	£935	£880
OUTSIDE BACK COVER	£1300	£1200	£1100	£1050

Classified advertising rates

SEMI DISPLAY	£15 per single column cm, (minimum height 4cm)
LINEAGE Price includes FREE photograph	£35.50 for up to 30 words, (extra words 25 pence each)

Inserts

£75 per 1000 per 5 gram single sheet insert. Other weights, prices on application.

All prices exclude VAT and prices quoted are per advertisement.