

"HorseQuest is the website you go to if you are serious about looking for quality horses"

**Ellen Whitaker,
International Show
Jumper**



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HorseQuest UK Ltd

About us

HorseQuest.co.uk, one of the leading equestrian sales websites in the world, was founded in 2000 by Managing Director, Alison Rooves, a former show pony breeder and judge. Now in its 15th year, the HorseQuest Group has grown beyond recognition, expanding into America and Australasia, developing sophisticated yet user friendly websites that appeal to everyone from the private horse owner, to top competition riders and breeders across the world.

As the company continues to thrive it still remains true to its original objective, to provide advertisers with quality and effective advertising at fantastic rates, offering a first class flexible service without compromise.



The Facts

- ◆ **HorseQuest.co.uk** attracts over **450,000** monthly unique visitors
- ◆ Over **2 million** page impressions
- ◆ The HorseQuest Facebook page has over **40,000 likes** and also has international pages which are constantly growing, with over 100 new likes each week
- ◆ The HorseQuest **E-news** letter goes out to a database of over **69,000** equestrian enthusiasts, owners, breeders and riders



"Placing the banner on HorseQuest was quick and easy and the helpful team worked hard to ensure that it mirrored the style and design of The Billy Stud website."

William Funnell, The Billy stud



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Commercial Online Advertising

We offer a range of flexible advertising packages and options, so if you can't see what you're looking for please pick up the phone or send us an email to discuss your options

Banner Advertising

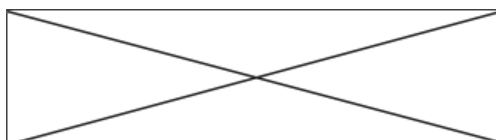
Banner advertising is a great way of raising brand awareness and attracting visitors to your own website. **HorseQuest.co.uk** can offer a range of packages that can be tailor made to suit your individual needs and help you reach particular targets.

- ◆ **Prime Page Positions** - Banners are located at the top of each page in a prime location
- ◆ **Static Positioning** - We don't like sharing so why should you? Own your banner position for the month and receive maximum exposure
- ◆ **Flexible Advertising** - Change your banner at anytime to promote new offers and promotions
- ◆ **Free Design Service** - our in-house design team are on hand to create a banner that represents your brand perfectly
- ◆ **Tailor Made Packages** — From monthly site wide advertising or flash advertising for just days at a time, we can create a package to suit your needs



Prices start at:

- ◆ **Site wide** — £1500 + VAT per month
With over 2 million page impressions per month—This is the ultimate advertising option!
- ◆ **Homepage** — £250 + VAT per month
Prime advertising space, increased exposure, static positioning
- ◆ **Internal Pages** — £75 + VAT per month
Targeted audience, static positioning, flexible packages



Advert Specifications: 350 (w) x 90 (h) Pixels

In one of the following formats: .jpeg, .gif, .swf

"Advertising on HorseQuest has been hugely successful, allowing us to build brand awareness and significantly increase our traffic to the website — the team were great too!"

Saddles Direct



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Commercial Online Advertising

Looking for maximum exposure with ultimate flexibility?

Breaker Adverts

The HorseQuest Breaker advert is a new and totally unique way to promote your business, allowing you to tailor your audience to suit the needs of your business. Appearing within the sales listings, the breaker advert guarantees visibility within the busiest areas on HorseQuest.

How it works

- ◆ Provide your own advert, or our **in-house design team** can work with you to incorporate your own branding, images and logo at no extra cost
- ◆ Adverts appear within the listings, after every eighth advert*
- ◆ Gives you a larger advertising space than conventional banner adverts (w710xh300 pixels)
- ◆ Links directly to your own website—great for increasing traffic
- ◆ Choose up to **three categories**, add additional categories for a small fee

*A maximum of ten adverts will appear randomly in blocks of five within each category

Prices start at £75 + VAT per month

"I've really enjoyed working with HorseQuest and exploring different marketing opportunities for my clients. The projects we've worked together on, such as online competitions, have generated excellent results and I hope to do many more in the future."

Rhea Freeman, PR & Marketing



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Why HorseQuest?

"Evolving, emerging, growing, and sophisticated" are all words that have been used to describe the equestrian industry, for this reason it is essential to market your business in the best and most effective way possible.

HorseQuest enables you to reach an equestrian rich audience, offering a service without compromise and flexible packages to suite every budget and requirement.

- ◆ Target your audience
- ◆ Increase brand awareness
- ◆ Get results!

We're here to help

The HorseQuest team pride themselves on providing a first class service, using their in depth equestrian knowledge and advertising expertise to help each customer reach their individual goals – from selling horses and ponies, to perfecting that all important advertising campaign. We strive to look after our customers, ensuring that you are happy from start to finish, so if you need to talk through your options then don't hesitate to pick up the phone, our friendly team are available five days a week between 9am and 5.30pm on 01608 819000, or alternatively email us on enquiries@horsequest.co.uk

More than a website

Every year the HorseQuest team hit the road, taking the website with them, heading to many of the UK's leading events, as well as a few handpicked international stops along the way. This spans HorseQuest's reach even further, taking adverts directly to equestrian enthusiasts, riders, breeders and owners.

Not one to ignore our own advice, HorseQuest also invests in its own comprehensive advertising and marketing campaign. This involves sponsorship at some of the world's top equestrian events, and constantly communicating why HorseQuest is the go to website for all things equestrian in many leading equine magazines.



"Over the years we have come to realise that advertising on HorseQuest is by far the most cost effective and efficient way of marketing our stock"

**Jerome Harforth,
Stanley Grange**



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Don't just take our word for it



"When I need to sell any of our horses I always use HorseQuest. The response I get is far better than any other form of advertising, and the team are always extremely helpful and prompt"

Andrew Gould, International Dressage Rider & Trainer

"HorseQuest is the website you go to when you are serious about looking for quality horses and ponies"

Ellen Whitaker, International Show Jumper



"I've used HorseQuest since day one; It's simply the best place to buy & sell top quality horses"

Katie Jerram, Leading Show Horse Producer & International Judge

"I love HorseQuest, I've advertised on the website since day one, their team are always on hand to help and I've always had a great response – I wouldn't advertise anywhere else!"

Lynn Russell, Top Show Horse Producer & Trainer



"If I'm looking to buy or sell a horse, HorseQuest is the first website I go to and I have always been very pleased with the results"

Sam Griffiths, International Event Rider

"Over the years we have come to realise that advertising on HorseQuest is by far the most cost effective and efficient way of marketing our stock"

Jerome Harforth, Show Horse Producer and Breeder



"The Yard Page has given us the flexibility to advertise multiple horses and with our branding and web link included it makes for brilliant brand awareness for The Billy Stud "

William Funnell, The Billy Stud

The HorseQuest team are great to work with – innovative, forward thinking, open to ideas and aligning my clients' brands alongside such a well-known and well thought of business is a huge positive too"

Rhea Freeman, PR & Marketing

