

Equippage

NR 3 // 2017
Pris 79 kr NOK 85, €8

The obvious choice for the Scandinavian equestrian!

Equipage is distributed to Sweden, Norway & Finland

HJÄLP DIN

att bli

trygg

med att rygga

KERSTIN BERGVALL:

Allergiska hästar

behöver få rätt vård

JANNE JÖNSSON:

Upplägget som gör hästen

stark

och sund

HUR TERRÄNGHINDREN

introduceras
är avgörande för

självförtroendet

LYHÖRD PÅ BETTET

Så får du hästen mer uppmärksam och

engagerad

Månskara MEDIA



A beautiful, more inspiring and
Fragrant
magazine for all who have horses as a lifestyle

Equipage is tailor made for all of us who ride, compete, cheer on our children in the stables and at competitions, struggling on with our own dressage and rejoice for every extra inch we manage to jump.

Equipage's typical reader is an affluent⁽¹⁾ woman⁽²⁾ in mature⁽³⁾ age who owns at least one horse⁽⁴⁾ and has been riding a long time⁽⁵⁾. She competes⁽⁶⁾ regularly and also the chances are high that she is a horse farm owner⁽⁷⁾.

Equipage's readers are eager to learn and are curious about their passion – horses. But they also have a world outside the stable. With that in mind we mix deep, inspiring and instructive ride- and horse articles with fashion, health, at-home-with interviews, beauty, gossip and everything else that is connected to the horse lifestyle.

Do you think Equipage's typical reader might be your future customer?
If so, we hope that you want to be seen with us!

From our extensive surveys in 2010 and 2013 was answered by 66 419 readers and subscribers, we have learned the following about our readers:

- 1) average earnings is 22% higher than than the average wage in Sweden
- 2) 96,2% are women 3) the average age is 34,8
- 4) 94,4% owns at least one horse 5) 79% have ridden more than ten years
- 6) 76% compete 7) 34% have their own stable

Equipage
– Sveriges livsstilsmagasin för ryttare



Our readers, your customer?

Through out the years we have asked our readers to tell us more about themselves. So we know how their everyday looks like and what they like and do not.

Age and gender >> **96,2%** are women with an average age of **34,8 years**.

Residence >> **37%** live in the Stockholm area, **17%** in the Gothenburg area, and **9%** in Malmo, where around. **24%** live in southern Sweden, **20%** in West, **50%** live in central Sweden and **6%** in the north.

Lifestyle >> **64%** have a dog, **71%** have a cat, **53%** have children and as many as **94%** own a horse or more. **78%** have been riding for ten years or more; **76%** are competing - and on average spend our readers **20 hours** in the stables with there horse every week. **34%** have the horse in their own stables.

Career and Economy >> **51%** have part-or full-time employment, **33%** study, **18%** have their own business and **4%** are housewives.

Our readers are affluent because she has a per capita income which is **22%** higher than the average in Sweden. Each month she buys horse-related products for **SEK 1 000** (€ 107).

Other interests >> **Besides horses** our readers are interested in: home decor, fashion, dogs, movies, cooking, kids, career, friends, skiing, books, party, nature, family, music, gardening, cars, wine, photography, travel, shopping, boat, cottage, gymnastics, diving, dance, clothing, bowling, yoga, Nordic walking and art - to name just a few....

*This we know through our extensive surveys in 2010 and 2014 was answered by a total of 71 210 readers, data from our distributor Interpress and our own subscription records.

Do you wish to reach our readers?

Ulrika Carlström (ulrika@annonskraft.se) or phone +46 (0) 651 169 93

Equipage^s
– Sveriges livsstilsmagasin för ryttare

PRICES AND SIZES 2018

All prices in SEK excluding VAT



Spread 21 000
430 x 290 mm + 5 mm bleed



Full page 14 500
215 x 290 mm + 5 mm bleed
alt. 430 x 145 mm + 5 mm bleed

Back cover.....16 500
Cover, page 2 and 3..... 16 000



Half page..... 9 000
186 x 128 mm
alt. 103 x 290 mm + 5 mm bleed

Special!

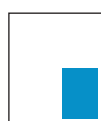
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1/4-size 5 500
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1/8-size 3 000
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Inserts?ask for a quote.

Contact person:

Ulrika Carlström (ulrika@annonskraft.se) or phone +46 (0) 651-169 93

PUBLICATION SCHEDULE – 2018

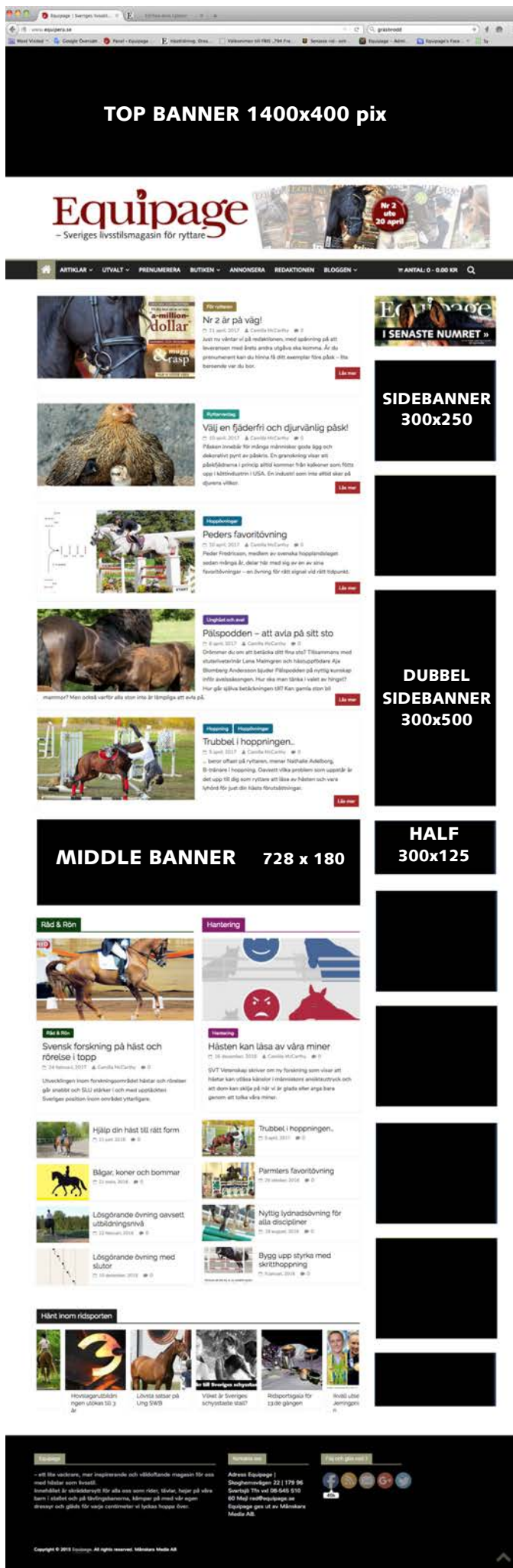
Issue	Publication	Ad. material
1	22/2	25/1
2	26/4	29/3
3	5/7	31/5
4	6/9	6/8
5	30/10	28/9
6	13/12	12/11

Reservation for minor changes.



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With a banner on our website you show your company or offer to many curious horse riders and horse owners, over and over again.

Would you like to be seen with us?

Contact: Ulrika Carlström
(ulrika@annonskraft.se)
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It is also possible to sponsor a sweepstakes or exposure under the "Utvalt" on the website. If the draw occurs exposed is also posted on our Facebook page.

Contact Ulrika for more info, ulrika@annonskraft.se

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