



BELGIAN  
WARMBLOOD

## Advertise at **BWP**

### EquiTime

**EquiTime** is the equestrian magazine for the **BWP breeder of sport horses** and the **LRV rider**. 90% of our readers **have their horses at home and decide themselves** about feeding, stable management, care, ...

**Read range: 30,000 people** (most read horse magazine in Flanders).

**EquiTime** is released 6 times a year in February, April, June, August, October and December.  
→ 11/02 – 09/04 – 04/06 – 19/08 – 07/10 – 09/12

You can place an **advertisement** :

<b>Advertisement</b>	<b>Price</b>	<b>PDF cert.300 DPI – W x H</b>
Cover	1.500€	230mm x 320mm + 3mm bleeds
1/1 – 1p	1.200€	230mm x 320mm + 3mm bleeds
1/2 – 0,5p	700€	Vertical or horizontal
1/3 – 0,3p	600€	Vertical or horizontal
1/4 – 0,25p	400€	Vertical or horizontal
1/8 – 0,12p	250€	Business card or banner
small ad + photo/logo	100€	max. 400 char. incl. spaces + .jpg .png .pdf .gif
small ad only text	30€	max. 400 characters including spaces

You can embed a **brochure** :

<b>Embed a brochure :</b>	
Only to sealed copies (6200 ex.)	1,500€

Or insert an **informercial** (an advertisement in the form of an editorial)

**Informercial**  
For free with at least **2 paid ads** in **EquiTime** or **1,200€** for a one-off order.  
1 page : 4.125 char. incl. spaces + 1 photo in high resolution.

**Additional conditions:**

<b>Layout costs to create an advertisement</b>		
1 page : 100€	0,5 page : 60€	smaller : 50€
<b>Discount for multiple insertions</b>		
2 insertions -5%	6 insertions -10%	

*All prices excl. VAT*

You can contact me by telephone **+32 474 31 90 47** or send a mail to [sales@bwp.be](mailto:sales@bwp.be)

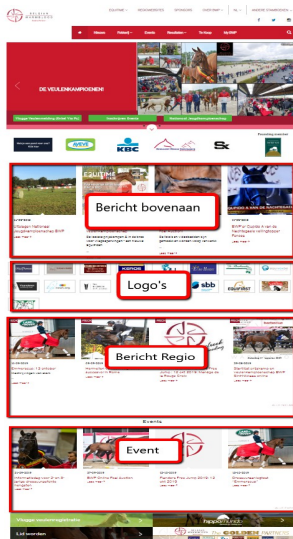


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## Advertise at BWP

### BWP website

The website [www.belgian-warmblood.com](http://www.belgian-warmblood.com) is **daily** visited about **1,000 times**, with peaks of as many as **2,500 visitors a day** around BWP events. Put **your logo or news/message** with a **link to your own website** on it and enjoy our many visitors.



#### Prices for advertising on the BWP website

Logo (wxh 125x70 pixels): **70 €/month**  
**300 €/6 month**  
**500€/year**

#### Your news/message on our website

Photo or logo + title + short text + link  
(Photo wxh 270x260 pixels)

The news/messages always remain on the website, but slowly shift downwards.

On top : **350€**  
Regio : **300€**  
Event : **250€**

### BWP Newsflash

Every year, about 45 **BWP Newsflash** newsletters are sent by e-mail to the 8000 members of this medium. Put a **paragraph** with title + text (600 signs) + 1 picture or just a **picture** (jpg wxh 600 x 250 px) in it with a **link** to your own website.

Price for advertising in the **BWP Newsflash** : 1x 350€ – 2x -5% – 5x-10%

### BWP e-mailing

Send a personalized **e-mailing** to the members of the BWP Newsflash. Option to sort by zip code at **0.15€/e-mail address** or **900€** to the entire database.

### BWP Social Media

Post a post on the **Facebook** page (9,500 followers) or on **Instagram** (3,500 followers) for **70 €**.  
*All prices excl. VAT*

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