



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:**

**Layout costs to create an advertisement**  
1 page : 100€                      0,5 page : 60€                      smaller : 50€

**Discount for multiple insertions**

→ You would like a personalized price quote with various options? Contact me!

*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)