

# 2026 Media Kit & Service Offerings



# TABLE OF *Contents*

3	WHO WE ARE
4	ABOUT US
5	WHY ADVERTISE WITH US?
6	OUR PUBLISHING STRATEGY
7	THE NEXT GENERATION & COMMUNITY INDUSTRY & ARTISTRY
8	THE STALLION YEARBOOK
9	THE TRAVEL GUIDE & CALENDAR
10	RETAIL PARTNER
11	PRINT SPECS & SINGLE PAGE
12	DIGITAL & SOCIAL MEDIA SUPPORT
13	FAQS

# Who WE ARE



## At the Heart of the Horse World Since 1989

For more than three decades, Australian Performance Horse Magazine (APH) has been a trusted presence in equine households across Australia.

We exist to share stories that matter, from grassroots riders and volunteers to elite breeders, businesses, and events shaping the future of the industry. Our strength lies in community trust, long shelf life, and thoughtful storytelling that goes beyond trends or quick clicks.

APH is proudly independent, deeply connected, and intentionally paced. In 2026, we are refining how we publish so that every issue delivers greater value for readers and advertisers alike.

## Our Mission

To celebrate and connect Australia's performance horse community through quality storytelling, trusted editorial, and meaningful partnerships.



## Custom Publications and Storytelling for Australia's Equine Community

Horse Publishing was born out of a simple need we kept seeing across the industry, meaningful events, businesses, and communities doing incredible work, without the time or resources to tell their stories properly.

From event programs and catalogues to custom publications, Horse Publishing helps capture the essence of what makes an event, brand, or business special. We bring together thoughtful editorial, beautiful design, and practical production support to create publications people actually want to keep.

Our team works across the full process, from concept to print and beyond. Whether you need a polished event program, a bespoke catalogue, or a publication that tells your story in depth, we can support you with:

- Custom print publications and programs
- Editorial and storytelling
- Graphic design and layout
- Social media content and promotion
- Merchandise mock-ups and collateral
- Logo design and brand refinement

Built on the same values that have shaped Australian Performance Horse Magazine since 1989, Horse Publishing exists to support Australian equine businesses, events, and organisations with care, clarity, and creativity.

If you're planning something special and want it captured properly, we'd love to hear from you.



On Cover: Jamie Lee-Melham  
by KM Visuals photo + film



## Australian Performance Horse Magazine

Since 1989, Australian Performance Horse Magazine has been at the heart of the equine world, capturing the passion, perseverance, and stories that define Australia's performance horse community. With a legacy built on passion and excellence, APH leads the way in performance horse publishing, celebrating every discipline and the incredible people behind them.

We're not just telling stories; we're building a community. APH connects breeders, businesses, and equine enthusiasts with real stories, expert advice, and exciting opportunities to elevate the entire industry. As we embrace the digital era, we're expanding our reach, adapting to new technologies, and ensuring that APH remains at the forefront of the equine world, while staying deeply connected to the heart of our community.

### Our Mission

To share and celebrate the best of Australia's performance horse community. Connecting riders, breeders, businesses, and everyday legends through quality storytelling, trusted advice, and multi-platform reach.

# Why ADVERTISE WITH US?

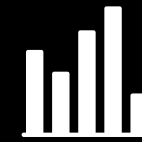
Advertising with APH is not about chasing volume. It's about being present in the right moments, in a magazine people keep, share, and return to. We also focus on bringing unique offerings to our advertisers under tailored packages to best support your visibility.

## What sets us apart?

- Trusted equine publication since 1989
- Full service support from graphic design to editorial
- Cross-discipline reach, not limited to one sport
- Long shelf life, coffee-table quality print
- Community-led storytelling that builds trust
- Multi-platform visibility across print, digital, and social
- Supportive, collaborative advertiser experience

We work with businesses, breeders, and event organisers who value connection, credibility, and consistency.

Print

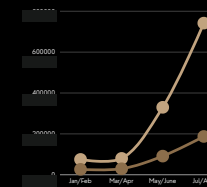


**20,000+**

Copies Annually

News Agents, Custom Tack Boxes and Saddlery,  
through Events

Socials



**2.1M+ 300k+**

Views

Reach

Approx. Per Issue (and growing!)

Digital



**18k+**

Visitors



# OUR 2026 PUBLISHING STRATEGY

## A More Focused, Higher-Impact Year

In 2026, APH will publish four carefully timed issues, aligned with key industry seasons.

This shift allows us to:

- Produce larger, higher-quality magazines
- Print in higher quantities
- Extend shelf life and advertiser visibility
- Better align advertising with buying and decision-making cycles

Every issue is intentional. Every placement has purpose.

Directory advertisers will continue to appear in every issue throughout the year.



## 2026 ISSUE OVERVIEW

### 2026 Issue Line-Up

1

#### Next Generation & Community

On Sale: 30 March 2026

30 Under 30, community stories, grassroots events

2

#### Industry & Artistry

On Sale: 29 June 2026

Businesses, makers, creatives, and stallion previews

3

#### Stallion Yearbook

On Sale: 7 September 2026

Breeding-focused annual reference edition

4

#### Travel Guide & Calendar Edition

On sale: 21 December 2026

Wall calendar, travel, lifestyle, and gifting



# THE NEXT GENERATION & COMMUNITY

**30 UNDER 30** Submissions close: 5 March 2026  
On sale: 30 March 2026

This issue celebrates the people shaping the future of Australian performance horse sport.

At its heart is **30 Under 30**, recognising young Australians across disciplines, including riders, writers, volunteers, entrepreneurs, and community leaders. These profiles focus on values, contribution, and leadership, not just results.

### This edition also features:

- Community and charity stories
- Grassroots event coverage
- Early-season training and education content

# INDUSTRY & ARTISTRY

**Industry & Artistry** is our mid-year feature celebrating the businesses, creatives, and service providers who sustain the equine world behind the scenes. Stallion previews for the breeding season will also commence in this issue.

### This edition also features:

- Australian equine and rural businesses
- Makers, artists, and creatives
- Selected stallion previews ahead of breeding season
- Long-form storytelling focused on trust and craft

Submissions close: 3 June 2026  
On sale: 29 June 2026

## Advertising Opportunities

**Individual Rider Sponsorship \$1,650** incl gst

### Includes

- Full-page advertisement in this issue
- Brand alignment with one selected 30 Under 30 recipient
- Opportunity to help define the criteria for the writer you support
- Social media support linked to the writer feature
- Permission-based content sharing across platforms

30 Under 30 recipients are encouraged to engage with industry opportunities and events. While they are not contracted ambassadors, this program fosters meaningful, values-aligned connections between supporters and emerging talent.

**30 Under 30 Title Sponsorship**

**\$16,500** incl gst

### Includes

- Back cover placement
- 4–6 page feature
- Naming rights: 30 Under 30, presented by [Your Brand]
- Brand integration across all campaign content
- Strong digital and social amplification



## Advertising Opportunities

**Industry & Artistry** is our mid-year feature celebrating the businesses, creatives, and service providers who sustain the equine world behind the scenes. Stallion previews for the breeding season will also commence in this issue.

**Two-Page Feature**

**\$990** incl gst

### Includes

- Two-page editorial-style feature
- Eight social media posts across the issue period
- Blog feature hosted on the APH websiteR
- Complimentary inclusion in the Christmas Gift Guide

Designed for brands that want depth, credibility, and storytelling that lasts.

# THE STALLION YEARBOOK

**\$2,200**  
incl gst

The Stallion Yearbook is APH's flagship breeding edition and a long-term reference for mare owners and breeders.

## Includes:

- Stallion profiles and breeding stories
- Reproductive health and management features
- Industry insight timed to peak decision-making
  - One Q&A or editorial-style profile
- Online directory listing hosted on our website
- Social media promotion throughout the breeding season
- Paid Meta and Google traffic consolidation to listings
- Hosting of breeding contracts and downloads

A premium, season-long package designed for serious breeding programs.

**Submissions close:** 12 August 2026  
**On sale:** 7 September 2026

**\$2,200**  
incl gst

## STALLION BRAND PARTNER PACKAGE

### Ideal for:

- Veterinary clinics and reproductive specialists
- Equine health, nutrition, and performance services
- Financial, insurance, and risk management products
- Property, infrastructure, and large-scale development services
- Specialist suppliers working closely with breeding programs

### Includes:

- Two-page editorial-style feature within the Stallion Yearbook
- Feature hosted on the APH website during the breeding season
- Social media promotion aligned with Stallion Yearbook content
- Inclusion in relevant stallion-focused digital promotion

### Extended Industry Visibility

In addition to print and social exposure, Stallion Brand Partners may be referenced within APH's **stallion advertiser communications**, including email updates and informational content sent to stallion owners and breeders, where relevant and appropriate.

### This allows partners to:

- Share expertise
- Introduce services in context
- Build trust through education rather than direct selling

All inclusions are curated to ensure relevance and value for readers and advertisers alike.

If your service supports the breeding industry and you'd like to explore whether this opportunity is the right fit, please contact us to discuss availability and suitability



# TRAVEL GUIDE & CALENDAR

This end-of-year edition is designed to live well beyond Christmas and appear on walls all year long!

## It Includes:

- A fold-out A2 wall calendar of major events
- Travel and destination features
- Christmas gift guide
- Lifestyle and summer planning content

**Submissions close:** 25 November 2026  
**On sale:** 21 December 2026

## Advertising Opportunities

### Calendar Advertising Spot

**\$1,100** incl. gst

#### Includes:

- Year-round placement on the A2 wall calendar
- One full-page advertisement to use in any issue the following year (timing flexible)
- Appearance on the final page of every issue with a 1/12th page ad
- Monthly social media promotion for the entire year
- Ongoing visibility in homes, tack rooms, and offices

Ideal for brands seeking long-term exposure.

Event advertisers are invited to view our dedicated Horse Publishing event promotion packages.

## Additional Advertising Opportunities

Alongside our core calendar placements, the Travel Guide & Calendar Edition offers several targeted ways to connect with readers during the end-of-year planning and gifting season.

This issue is designed to live on walls, coffee tables, and kitchen benches well into the year ahead.

### Event Calendar Listings

**\$990** incl. gst

Designed for events that want year-round visibility.

#### Includes:

- Featured placement on the APH A2 wall calendar
- Inclusion alongside major national events across disciplines
- Long-term exposure in homes, tack rooms, and offices

#### ✓ Ideal For:

- Competitions and major events
- Sales, clinics, and educational programs
- Associations and annual fixtures looking to lock in early awareness

### Travel Advertiser Feature

**\$990** incl. gst

For destinations, accommodation providers, and experience-based businesses.

#### Includes:

- Two-page editorial-style feature within the Travel Guide
- Story-led content focused on experience, place, and lifestyle
- Digital feature hosted on the APH website during the campaign period
- Social media support aligned with the Travel Guide release

#### ✓ Ideal For:

- Rural stays and horse-friendly accommodation
- Tourism operators and destinations
- Experience-based brands aligned with the equestrian lifestyle

### Christmas Gift Guide Placement

**\$300** incl. gst

A simple, effective way to be seen during peak gifting season.

#### Includes:

- Banner advertisement within the APH Christmas Gift Guide
- Inclusion in the online gift guide hosted on our website
- Paid traffic directed to the online guide to increase visibility

#### ✓ Ideal For:

- Retailers and product-based businesses
- Small and rural brands
- Gifts, services, and experiences suitable for Christmas



# RETAIL PARTNER *Program*

**\$300**  
incl gst

## Bring APH Into Your Business

The APH Retail Partner Program is designed for businesses that want to share the magazine with their customers, while also gaining brand visibility across print and digital platforms.

It's a simple, cost-effective way to put Australian Performance Horse Magazine directly into the hands of the people who already trust your brand.

## Includes:

### Retail Partner Package

- Banner advertisement within Australian Performance Horse Magazine
  - Ad design included (we'll take care of the layout for you)
  - Four social media posts across the advertising period
  - Five complimentary copies of the magazine sent directly to you
- .....

### Retail partners are welcome to:

- Resell the magazines in-store
  - Gift copies to customers
  - Share with brand ambassadors or sponsored riders
  - Include them in event bags, promotions, or client packs
- .....

### Why Become a Retail Partner?

- Add value to your customer experience
- Align your brand with trusted, community-led storytelling
- Use APH as a tangible touchpoint for your business
- Gain visibility without committing to a full-page advertisement

### This program works especially well for:

- Saddleries and rural retailers
  - Service-based businesses with physical locations
  - Brands wanting an entry point into APH advertising
  - Businesses supporting riders, writers, or local ambassadors
- .....

### Good to Know

- Retail Partner placements are available across selected issues
- Stock is limited to ensure quality placement and distribution
- Additional copies may be available by arrangement



# PRINT SPECS & SINGLE PAGE

Looking for something tailored?  
We offer custom collaborations,  
including targeted distribution and  
aligned editorial opportunities.  
Reach out to us discuss options  
that fit your goals.

Ad Size	Size	Rate
Full Page	A4	\$700
1/3 Page Banner	210 mm x 90 mm	\$300
Premium Placement		+\$150
Full Year of Full Page Ad	A4	\$3600



EDITORIAL

## Burnout

IMAGE BY BRITT GROVNER

**B**urnout is our body's way of telling us it's not coping with prolonged stress. Ignoring our body's natural stress indicators forces our nervous system into a state of physical, mental and emotional exhaustion. It's more than just feeling tired or fatigued; it's a psychological condition. We look like we're keeping up with our expectations, but our bodies are actually carrying a heavy weight of responsibility. No other athlete in the world has to train, feed, and manage another athlete every day, as well as themselves. What we have managed to do, in fact, is an incredible feat. We've managed to do it all while maintaining the same level of performance as we've aged. We've managed to do it all while maintaining the same level of performance as we've aged. We've managed to do it all while maintaining the same level of performance as we've aged.

I believe that discipline has the power to prevail through periods of burnout. However, ignoring the symptoms of burnout can affect the strength of that discipline. Burnout has become a familiar part of my riding career, and perhaps I could consider it as a necessary evil. I've learned to push through it, but it's not always easy. I've learned to push through it, but it's not always easy. I've learned to push through it, but it's not always easy.

The colour develops over months and years, and it's not always easy to see. It's a subtle change, but it's there. It's a subtle change, but it's there. It's a subtle change, but it's there.

My opportunity to ride a horse was unique, and I'm grateful for it. It was a chance to ride a horse that I had never ridden before. It was a chance to ride a horse that I had never ridden before. It was a chance to ride a horse that I had never ridden before.

### About the Author



My name is Britt and I'm a third year Equine Science student at the University of Western Australia. I'm also a professional equestrian rider, and I've been riding horses since I was five years old. I'm passionate about horses and I want to share my knowledge and experience with you.

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# DIGITAL AND SOCIAL MEDIA Support

## More Than a Magazine Page

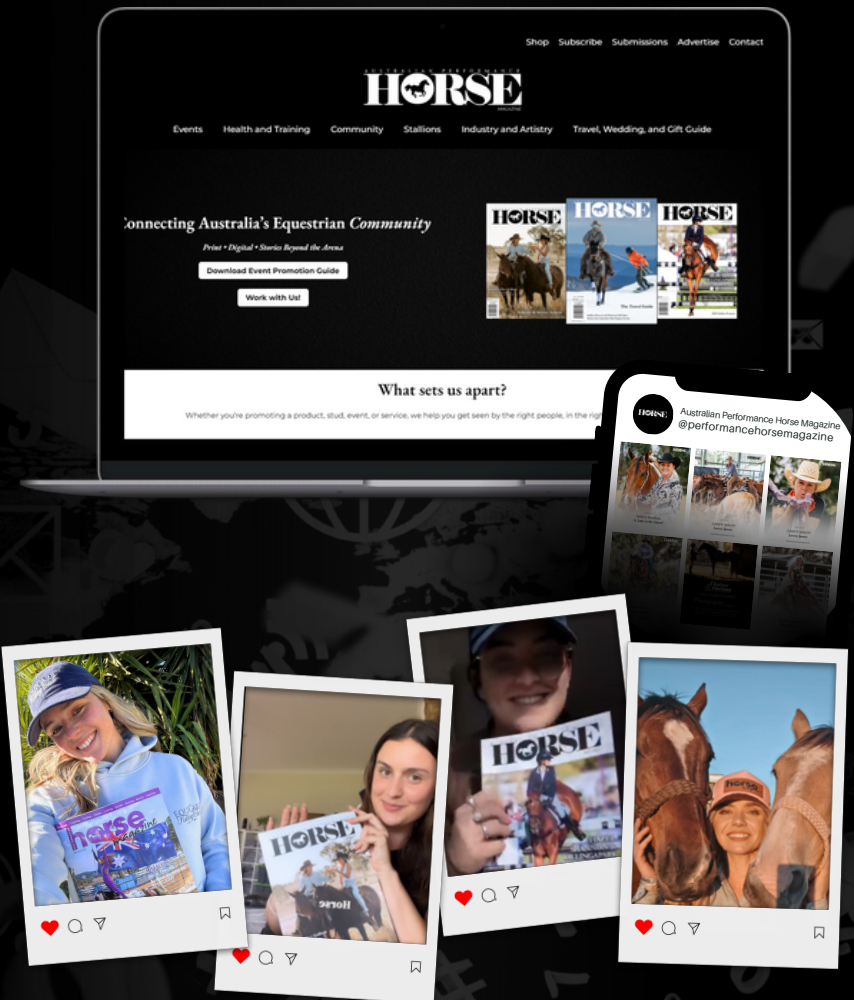
Advertising with APH includes visibility across:

- Instagram & Facebook
- APH website and blog features
- Directory listings and resource hubs

We use storytelling formats such as:

- Editorial features
- Social posts and reels
- Blog articles and guides

High trust leads to high engagement, especially within rural and regional communities.



# *Frequently* **ASKED QUESTIONS**

## **Do you only offer one advertising option?**

No. We offer a range of advertising and promotional options to suit different businesses, budgets, and goals. These include print advertising, digital placements, editorial-style features, social media promotion, and campaign-based packages. We're always happy to recommend the most suitable option based on what you'd like to achieve.

## **Do you offer packages, or just single ads?**

We offer both. You can book a single placement, or choose from bundled packages that combine print, digital, and social exposure for better value and stronger results. Packages are popular with businesses wanting consistent visibility across an issue or season.

## **Can we advertise across multiple issues?**

Yes. Multi-issue bookings are available and often come with preferred rates and priority placement. This is a great option for brands wanting to build familiarity and trust with our readers over time.

## **Are you open to collaborations or partnerships?**

Absolutely. We regularly work with service providers, events, brands, and industry professionals on tailored collaborations. These may include advertorials, sponsored content, recurring columns, campaign partnerships, or integrated promotions across print and digital platforms.

## **Do you accept editorial or educational content?**

We welcome editorial-style content that is informative, relevant, and genuinely valuable to our readers. All editorial submissions are reviewed to ensure they align with our publication standards and audience interests. In some cases, editorial-style content may be offered as part of a paid promotional feature.

## **Who is your audience?**

Our readers are passionate horse people from across Australia, including competitors, breeders, trainers, coaches, event organisers, and industry professionals. Our audience values quality, education, and trusted brands, and tends to engage strongly with content that supports performance, horse welfare, and professional development.

## **Can you help with content creation and design?**

Yes. Our team can assist with copywriting, layout, and creative direction if needed. This is ideal for businesses that don't have ready-to-use artwork or would like help shaping their message to suit our audience.

## **Do you offer digital or social media promotion as well?**

Yes. In addition to print, we offer digital advertising and social media promotion opportunities. These can be booked on their own or combined with print placements for greater reach.

## **Can I promote a service rather than a product?**

Yes. Many of our advertisers are service-based businesses, including coaches, educators, equine professionals, event organisers, and consultants. We can tailor advertising or content-led features to clearly communicate your expertise and offerings.

## **How far in advance do I need to book?**

We recommend booking as early as possible, as space is limited and some sections fill quickly. Deadlines vary by issue and placement type, and full details are outlined in our media kit.

## **Can you help us plan a campaign rather than a one-off ad?**

We recommend booking as early as possible, as space is limited and some sections fill quickly. Deadlines vary by issue and placement type, and full details are outlined in our media kit.



# 2026 Media Kit & Service Offerings



AUSTRALIAN PERFORMANCE  
**HORSE**

- ✉ [hello@horsepublishing.com.au](mailto:hello@horsepublishing.com.au)
- 🌐 [www.horsepublishing.com.au/workwithus](http://www.horsepublishing.com.au/workwithus)
- ☎ 0460 287 651





**HORSE**  
*Publishing*



# Welcome

We are **Horse Publishing**, the team behind **Australian Performance Horse Magazine**. We work with committees across Australia to help them promote their events confidently, consistently, and with a level of professionalism that keeps sponsors coming back. Over time, we've seen the same challenges appear again and again, from rushed promotion to missed sponsor mentions and last-minute design stress. The good news is that every one of these can be solved with a clear, structured plan.

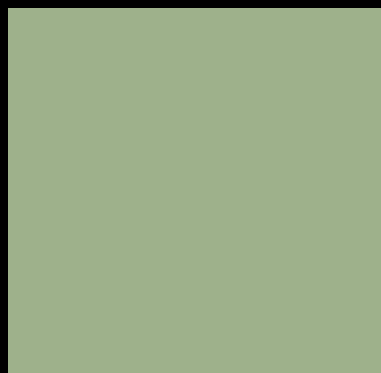
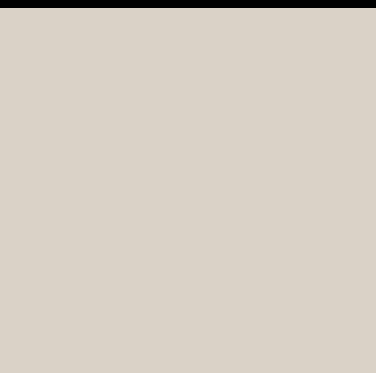
Inside, you'll find an **18-week Event Promotion Guide** that outlines what to do, when to do it, and the considerations that help events attract strong entries and satisfied sponsors. It's built from real experience, practical systems, and the marketing foundations we use every day. Whether you run one event a year or manage a full calendar, this timeline will help you stay organised, avoid overwhelm, and create a more engaging presence for your community.

As you move through the pages, you'll also notice areas where strategic design, sponsor communication, or consistent branding can make a measurable difference. At the end of the guide, we've included a simple overview of how we can work alongside committees to bring all of this together. These options are there if you ever need support, more time back in your week, or a partner to help elevate your event's promotion.

We hope this guide becomes a resource you return to for future events, and that it helps you run your next one with clarity, confidence, and pride.

*Tiffany Chapman*

Tiff and the Horse Publishing Team



# SOCIAL MEDIA CONTENT *Design*

## Done For You, Ready to Post

Not every business has the time, tools, or confidence to consistently create social media content. Our Social Media Content Design service is designed to take the pressure off, without taking over your accounts.

This is a creative service, not account management. We design and deliver ready-to-post content using your existing assets, so you stay in control while looking polished and professional.

### Monthly Social Media Design Package

**\$144** incl gst

#### Includes:

- Eight static social media posts per month
- A mix of single images and carousels
- Caption writing aligned to your brand and goals
- Clean, on-brand graphic design
- Content delivered ready to upload and schedule

#### Perfect for businesses that want:

- Consistent posting without the overwhelm
- Professionally designed content using their own photos
- A reliable monthly rhythm on social media

### Reel Editing Add-On

**\$44** incl gst

#### Includes:

- Editing of supplied video or b-roll
- Caption writing
- Light cuts, sequencing, and polish suitable for Reels
- Delivered ready to upload

Reels can be added to the monthly package as needed.

### How This Fits With APH Advertising

#### Includes:

- Magazine advertising and campaign posts appear on APH channels
- This service is for your own social media platforms
- We do not connect directly to or manage your accounts
- You retain full control over posting and scheduling

#### This option works particularly well for:

- Businesses wanting consistent follow-up content
- Small teams without in-house design support
- Rural and regional businesses short on time

### ✓ Good to Know

- Content is designed using assets you provide
- Brand guidelines are followed where supplied
- Packages can be paused or adjusted month to month





# Custom & PARTNERED PUBLISHING

## Bring APH Into Your Business

APH also offers:

- Custom publications for events and organisations
- Event programs and recap editions
- Contract publishing services
- Integrated print and digital campaigns

These publications are distributed through APH channels, extending reach and shelf life.

If your project doesn't fit neatly into a standard package, we're happy to build something bespoke.

## Testimonial



"We are so incredibly grateful for the way the Australian Performance Horse Magazine team put together our 2025 Equine Business Summit delegate workbook. This workbook is a staple piece in our event and it was important it was produced to the highest standards. The APH team exceeded all expectations. From their fantastic organisation skills, interviewing and article preparation, to the final product. We are extremely impressed and feel their work is an asset to any business who wishes to produce high quality and effective print."

*Hannah Jayde*

Director of Equestrian Trade and Business Australia



# Recent PROJECTS

Over the past few months we have had the privilege of working alongside hardworking committees right across the Australian horse community. From boutique cow horse shows to multi-day performance events, our role has been simple. Help organisers feel more in control, give sponsors the spotlight they deserve, and make every event look as professional as it truly is.

Each project has been a little different, but our approach stays the same. We combine thoughtful planning, clean design, and genuine storytelling to create marketing that lifts events up instead of adding more to the workload.





*Event*  
**PROMOTION**

# INCLUDED SERVICES

## Print & Digital Publishing



- Feature space for all affiliate events (both promotion and coverage) distributed in APH print issues and online
- Sponsor ad design and placement, with our ad-credit model
- Event-flyer pages, digital promotion, annual print calendar listing of your club and/or affiliates (please note print costs of custom event materials not included)
- Full results, event blogs and online calendar on the APH website as soon as available

## Sponsor & Community Support



- Complimentary APH subscriptions and magazines for prizes, volunteers and sponsor gifting
- End-of-year recognition packages including printed thank-you copies and branded gifts
- "30 under 30" writer + community program (launching March/April) to engage young contributors and highlight rising talent in your community

## Design, Coordination & Planning

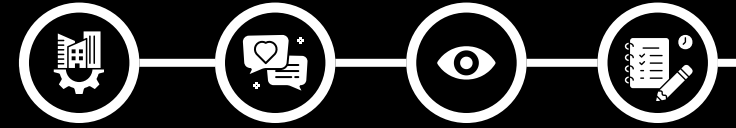


- Sponsor prospectus design, event flyers, ticket-sale posts, social-media templates
- On-site ready templates: signage, maps, vendor layouts, scoring spreadsheets
- Publishing deadlines and schedules provided to you and all affiliates align with one system, developed by the Horse Publishing Team

## How It Works

- Unified professional brand: The entire affiliate network presents consistently and professionally, boosting credibility and visibility.
- Sponsor value & retention: The ad-credit model means committees invest in their sponsors' exposure - making them feel valued and more likely to renew.
- Less admin, more impact: Your team and affiliate committees spend less time coordinating assets and more time delivering events and building community..
- All-year coverage: From calendar listing and preview stories, to post-event wrap-ups and digital reach, we give you a full-cycle solution for every event under your banner.



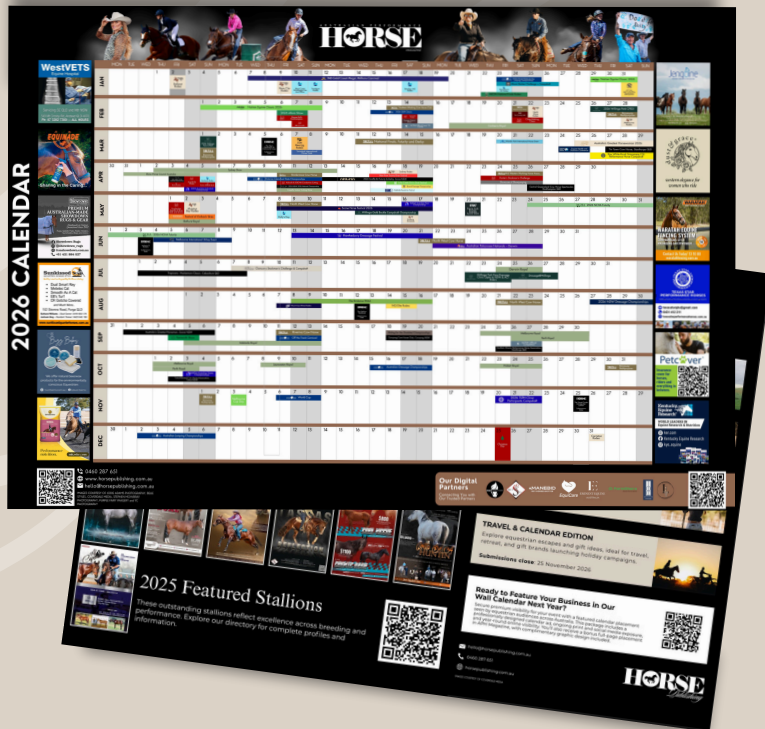


# Pre-Event *Promotion*

Strong promotion sets the tone for a successful event. At **Horse Publishing**, we help clubs plan, prepare, and present their event in a way that attracts attention, supports sponsors, and builds excitement in the lead-up.

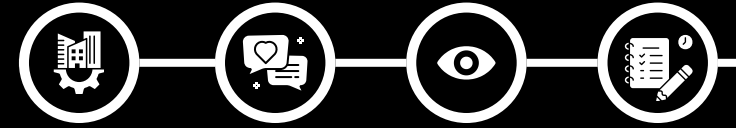
Pre-event work often begins with a clear sponsorship prospectus, the foundation for strong partnerships. When working with Horse Publishing, clubs can also offer premium sponsorship packages that include print advertising within Australian Performance Horse Magazine. This means sponsors come on board knowing they'll receive professional marketing and visibility not only at the event itself but also through our national publication and digital platforms.

From there, it's about creating consistent, coordinated communication across print, digital, and local promotion.



Australian Performance  
Horse Magazine  
2026 Wall Calendar





## Pre-Event *Promotion*

That includes:

- Countdown posts and “tickets on sale” reminders
- Sponsor spotlights and thank-yous
- Email updates for competitors and attendees
- Planning outreach to potential sponsors and local media
- Highlights of last year’s success in print and online

Where publishing timelines allow, we can also arrange distribution of printed magazine copies before your event, helping clubs share their preview feature locally and promote attendance within their community.

We also help clubs get the practical details right from the start, such as photographer agreements that allow the use of official images for future marketing. This ensures that every event builds a growing library of content and a stronger presence within the community.

The result is a smooth, professional pre-event campaign that connects with your audience, strengthens sponsor confidence, and sets your event up for success.





## At the *Event*

The event itself is where all the planning and preparation come together. It is also the best opportunity to showcase sponsors, celebrate competitors, and strengthen community pride.

One of the most effective tools for doing this is an event program. This can range from a simple, designed booklet that highlights sponsors, schedules, and draw orders, to a full keepsake-style magazine that captures the spirit and story of your event.

A keepsake edition is perfect for milestone events or clubs wanting to record their history. It can include:

- Feature articles about the event's legacy and key moments
- Rule explanations or class breakdowns for spectators
- Interviews with sponsors and profiles on their products or services
- Photo galleries and competitor highlights

The shorter version still provides excellent visibility and structure for attendees, ensuring sponsors, vendors, and supporters are clearly recognised. For larger events, it can also include arena maps, vendor layouts, and key contact details to make coordination smooth and professional.





## At the *Event*

Affiliate clubs or major associations may also choose to create a custom club magazine that covers multiple events throughout the year. These can feature recurring sponsors, QR codes linking to upcoming events, and stories that keep supporters engaged long after the weekend.

Where publication timelines allow, magazine copies can be distributed at the event, featuring the official preview article and sponsor advertisements. This gives attendees a tangible connection to the event's story and allows sponsors to see their advertisements in a national magazine, on display within the competition environment.

Beyond printed materials, we help clubs prepare on-site and digital assets such as:

- Signage, posters, and merchandise design
- Announcer notes with sponsor acknowledgements
- Ready-to-use social media templates for prize-winner announcements
- Scoring templates and checklists for smooth arena coordination

We can also assist with recognition for volunteers and prize-winners, offering options such as complimentary APH subscriptions, magazine copies, or prizes. These gestures help keep the community engaged and appreciated.

With clear, coordinated materials and consistent sponsor visibility, every event feels more professional, more organised, and more rewarding for everyone involved.





## After the *Event*

A key part of this is a feature article in Australian Performance Horse Magazine, showcasing results, thanking sponsors, and celebrating the highlights of your event. Committees simply provide their own short article and a selection of official images, and our editorial team takes care of polishing, formatting, and presenting it for both print and online publication. This approach ensures each feature reflects the committee's voice while maintaining the professional quality of the magazine.

Once published, we'll help you share the story far and wide. Printed copies of the magazine can be sent directly to sponsors, giving them a tangible reminder of their involvement and the recognition they received. Sponsors who also advertised in the issue can see their ads alongside event coverage, reinforcing the value of their partnership.

To help keep those connections strong, we also assist with sponsor gifting and end-of-year recognition. Around Christmas, we coordinate thank-you mailouts that can include Australian Performance Horse Magazine subscriptions and small branded gifts to acknowledge their support throughout the year.

This thoughtful follow-up helps ensure sponsors feel genuinely appreciated and connected to your event's success. When planning their budgets for the next season, your event will stay top of mind, thanks to the professional coverage, meaningful communication, and lasting keepsakes that remind them why they chose to support your club.



# EVENT PACKAGES



**\$950** incl gst

## Community Promotion Package

**Visibility and Distribution:**  
Ideal for smaller clubs or one-off events.

Our entry-level option, perfect for clubs wanting national visibility and professional coverage without the extra workload.

Your event will be featured on the Australian Performance Horse Magazine A2 Wall Calendar, have a professionally designed event flyer and receive an event preview article with supporting social media posts before the event. Afterward, you'll get post-event coverage (approximately four pages) in the magazine, showcasing results and thanking sponsors.

We'll send printed copies to up to 10 key sponsors, and can include magazine subscriptions as prizes for competitors or volunteers. It's a simple, affordable way to raise your profile and celebrate your event with lasting recognition.



**\$3,300** incl gst

## Event Feature Package

**Design and Distribution:**  
Sponsor materials, print assets, and promotion coordination.

The Essentials Package is for clubs ready to look more professional and free up time through smart design and clear communication.

You'll receive everything from the Community Promotion Package, plus:

- A custom sponsorship prospectus, a digital launch plan for social media and email, and a simple event program (up to 16 pages) with sponsor logos, class listings, and key information.
- We'll also help you collect and prepare sponsor assets to appear in the magazine, and provide templates for signage and social posts to use during the event.

Before the event, your preview article and sponsor adverts will run in APH (with printed copies available at the competition), and after the event we'll handle thank-you mailouts and subscription prizes.

This package combines distribution and design - giving your event consistent branding, clear messaging, and a polished, professional presence.

### Payment Plan Option



Perfect for clubs wanting professional, polished marketing with more breathing room in the budget.

**Total: \$3,630 incl GST**

Three equal payments: \$1,210 each

Payment Schedule:

- Deposit: \$1,210 to secure your project
- Two Weeks Pre-Event: \$1,210
- Two Weeks Post-Event: \$1,210



**\$6,600** incl gst

## Premium Coordination Package

**Full-Service Support:**  
Distribution, design, and coordination, with extra sponsor care and keepsake materials.

Our most comprehensive option for clubs that want full-scale coordination, professional design, and maximum reach.

You'll get all inclusions from the previous packages, plus hands-on support in planning and coordination. We'll help manage sponsor outreach, provide announcer notes and vendor coordination materials, and create a 44-page keepsake-style magazine for your event - a collector's piece for competitors and sponsors alike.

We'll also include complimentary APH subscriptions for all volunteers, event signage, arena maps, vendor layouts, and automated scoring templates in Excel if requested.

Your event will receive boosted digital promotion through APH social channels, advertising for key sponsors in both the pre-event and post-event issues, and a sponsor thank-you campaign complete with mailed magazines and Christmas gifts coordinated through the committee.

This package combines distribution, design, and coordination - giving your event the full Horse Publishing experience from planning to post-event celebration.

### Payment Plan Option



A flexible way to access full-service support, design, sponsor visibility, and keepsake publishing without the full upfront cost.

**Total: \$7,260 incl GST**

Three equal payments: \$2,420 each

- Payment Schedule:
- Deposit: \$2,420 to begin design and coordination
- Two Weeks Pre-Event: \$2,420
- Two Weeks Post-Event: \$2,420

# Recommended VENDORS

Over the past season we have also met some outstanding creatives and service providers who share our passion for helping events shine. These are people who show up with reliability, skill and genuine care for the horse community.

Our Recommended Vendors list is a curated collection of trusted partners we are proud to stand beside. They produce beautiful work, communicate clearly and understand the heartbeat of rural and equine events. If you are looking to lift the presentation of your next show or simply make things run smoother, this is a great place to begin.

## EVENT ANNOUNCING



**Triple One Western** @triple\_one\_western\_industries 0407 253 933 <https://tripleoneindustries.com/>

Jack & Eloise

One of Australia's most trusted names in western event presentation. Their team brings more than a voice on the mic — they bring storytelling, professionalism, and a deep understanding of the sport. As active NCHA competitors, they know the dedication behind every ride, which gives them a genuine connection with riders, committees, and crowds.

From rodeos and cuttings to campdrafts and agricultural shows, they deliver clarity, energy, and atmosphere while keeping events running smoothly. Whether highlighting sponsors or giving riders their moment to shine, their mission is to help every event feel bigger, better, and truly unforgettable.



## SOCIAL MEDIA CONTENT CAPTURE



**Laura Tacey** [laura@saddleupyoursocials.com](mailto:laura@saddleupyoursocials.com) @laura\_tacey 0402 475 211

Laura Tacey is a social media strategist and digital content creator specialising in rural events and livestock and equine auctions. With a knack for authentic storytelling and a growing community of engaged followers, she helps clients saddle up their socials and stand out in the digital space. Whether it's creating content in real time or driving social media results year round for businesses, Laura brings creativity, professionalism, and a personal touch to every project.



LAURA TACEY  
*Saddle Up Your Socials*

## PHOTOGRAPHY



**Jodie Adams Photography** [jodieadamsphotos@bigpond.com](mailto:jodieadamsphotos@bigpond.com) @jodieadamsphotography Jodie Adams Photography

It's hard to imagine a world of Australian performance horses without the unmistakable magic of Jodie Adams behind the lens. A gifted photographer, creative force, and long-time friend of Australian Performance Horse Magazine, Jodie has generously supported our publication over the years, gracing our pages (and more than one cover!) with her breathtaking images, storytelling instincts, and signature style. From dusty campdraft arenas to quiet, golden-hour paddocks, Jodie has a rare ability to capture not just horses, but the heart and soul of the people who live and breathe them. Her work tells stories, evokes emotion, and elevates the everyday into something timeless.

Jodie is well-established across the industry, not just as a top-tier photographer, but as a small business owner, visual artist, and someone who brings warmth and professionalism to everything she touches. It's a true privilege to have her on board and from all of us at APH, a massive and heartfelt thank you for all she's contributed to the magazine and the community over the years.



## PHOTOGRAPHY



### Belle Styles Studios [f Belle Styles](#) [@bellestyles.studios](#) [bellestylesstudios.com](#)

Belle Styles, A lifelong creative with a gift for capturing the small, honest moments that make up real life. A visual artist from a young age, she won multiple awards through high school and had her Year 12 work selected for the prestigious SACE Art Exhibition. After graduation she created hundreds of commissioned artworks before turning her trained eye toward photography. A mum of two and a long-time horse rider and barrel racer, Belle brings a love of country life and an instinct for split-second, storytelling moments to every session. She specialises in emotive black-and-white images and authentic scenes from the western and rural lifestyle she knows so well.

Her creative journey has now grown into Belle Styles Studios and BS Country Co., a blend of photography and country-inspired apparel featuring real people in real country settings. Belle's work is all about heart, honesty and the moments you'll be glad someone captured.

## PHOTOGRAPHY



### Stephen Mowbray [✉ stephen@themowbrays.net](mailto:stephen@themowbrays.net) [@stephenmowbrayphotography](#) [stephenmowbray.photography.com](#)

A lifelong sports lover who grew up in New Zealand's South Island surrounded by rodeos, gymkhanas and every sport he could try. With more than 35 years behind the camera, he began in the film era and still carries a deep understanding of light into his work today.

Now shooting with top-end Canon gear, he combines sporting knowledge with a genuine feel for horses to capture moments that matter. He loves photographing people doing what they love and welcomes enquiries for commissioned events.



**STEPHEN MOWBRAY**  
photography

## PHOTOGRAPHY



### FOS Media [☎ 0401 945 542](tel:0401945542) [✉ ava.fosmedia@gmail.com](mailto:ava.fosmedia@gmail.com) [@fosmedia\\_au](#) [Sydney, Australia](#)

Ava Kontogiannis, a photographer, videographer and the founder of FOS Media, a new venture shaped by her passion for the racing industry. Although early in her career, she has already gained strong exposure both on and off the track.

From the raw energy of morning trackwork to the atmosphere of race day and the quiet moments behind the scenes, Ava captures the full story of racing through her lens. Each project reflects her drive to learn, connect and showcase the beauty, heart and grit of the sport she loves.

**FOS**  
MEDIA

## PHOTOGRAPHY



### Purple Fairy Imagery [f Purple Fairy Imagery – Cherie Reeves](#) [@purplefairy.net.au](#) [purplefairy.net.au](#)

Cherie, the face behind Purple Fairy Imagery. I provide photographic coverage of equine and western/agricultural events (and more recently, boxing events).

This service includes social media updates / highlights during the event (time permitting), and before and after the event as required to promote the event, congratulate winners and acknowledge sponsors.

Defining and refining the Purple Fairy Imagery style has come about through gaining my qualification, and while it continues to be bold, clean and dramatic a new tagline has emerged... Shoot with intent to communicate.

*Purple Fairy Imagery*

# PHOTOGRAPHY



**KM Visuals Photo & Film** f KM Visuals - photo + film @@kellymartynphotography kellymartynphotography.mypixieset.com

Kelly Martyn, born and raised in the country, worked in the Kimberley for a few years and that's where I fell in love with my partner, station life and photography. Fast forward.. we relocated to a farm in NE, Vic. Currently on the APRA circuit with a new little bub. I love capturing anything that speaks rodeo, bush, outback. My favourite subjects are horses, cattle, cowboys and cowgirls.

I specialise in livestock & equine photography, equine events rodeo/campdrafting and brand shoots.

# PHOTOGRAPHY



**EBs Photography** @ebsphotographyofficial

An up-and-coming photographer with a natural eye for storytelling, Elisha Brimer is quickly making her mark in the Australian horse community. After getting the 3<sup>rd</sup> Place in our "Horses & Heroes Art Competition", she has continued to grow her craft, capturing real, heartfelt moments at local clinics, community days, and grassroots events. With a love for horses and a steady rise in her creative journey, she is becoming a familiar and welcome face behind the lens.

# PHOTOGRAPHY



**Coverdale Media** f Coverdale Media @coverdale\_media coverdalemedia.com.au

Brooklyn is a NSW based photographer and videographer with a deep love for horses and all things western. She launched BMG Photography back in high school, spending weekends shooting horse shows and bribing her own horses to model for her. By 2019, the dream of working full time in photography was finally within reach. A move to Queensland in 2020 put the business on pause, but opened the door to station work across QLD and the Northern Territory. Those years strengthened her connection to horses and rural life more than ever.

Back home, Brooklyn rebuilt her creative work and soon realised her original name no longer reflected the broader services she was offering. This sparked the evolution into Coverdale Media, a brand that captures her growth, her passion and her place in Australia's western and country community.



# PHOTOGRAPHY



**Cowgirl Captured** f Cowgirl Captured Photography @CowgirlCaptured cowgirlcaptured.mypixieset.com

Elle, a cowgirl at heart, she picked up a camera just a year ago and fell headfirst into photography. Entirely self-taught, she lets creativity lead the way, discovering quickly that capturing moments was not just for her, but something she wanted everyone to access.

Cowgirl Captured Photography was born from that mission, offering beautiful, professional images at a budget-friendly price so no one misses out on preserving their memories. From maternity sessions to family moments and the everyday magic of cattle clinics, she approaches every shoot with heart, care and authenticity.



# PHOTOGRAPHY



**RCPix Photography** f RCPix @craig\_rcpix rcpix.com.au

I've been a professional, freelance sports and events photographer, based in Brisbane, since 2018. I've been lucky enough to cover some major, international sporting events like the UCI Road Cycling World Championships (Aust), the Ironman Triathlon World Championships (Hawaii) and Barclay's Women's Super League (UK). Meanwhile, a specific interest in equestrian sports has led to opportunities to photograph the Badminton Horse Trials (UK), Hickstead Showjumping Event (UK) and Adelaide Equestrian Festival (Aust). I'm very proud to have had images published by Newscorp, AAP, Ironman Triathlon, the Australian National Cycling Team and others but am always looking for the next exciting challenge.



# CUSTOM BRANDED TREATS



**Neigh & Nibble** f Neigh & Nibble @neighandnibble neighandnibble.square.site

Inspired by Tamara's own horse, Neigh & Nibble are homemade horse treats made in Wagga Wagga, NSW and can be custom branded for your event.

A way to be loved and remembered by both riders and horses!

**Neigh (&) Nibble**

# LET'S *Work* TOGETHER

We're grateful to every advertiser, partner, and supporter who helps keep APH thriving.



**If you'd like to:**

- Book advertising
- Discuss partnerships
- Explore custom publishing

**Scan the QR code  
and have a chat with us.**