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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.

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





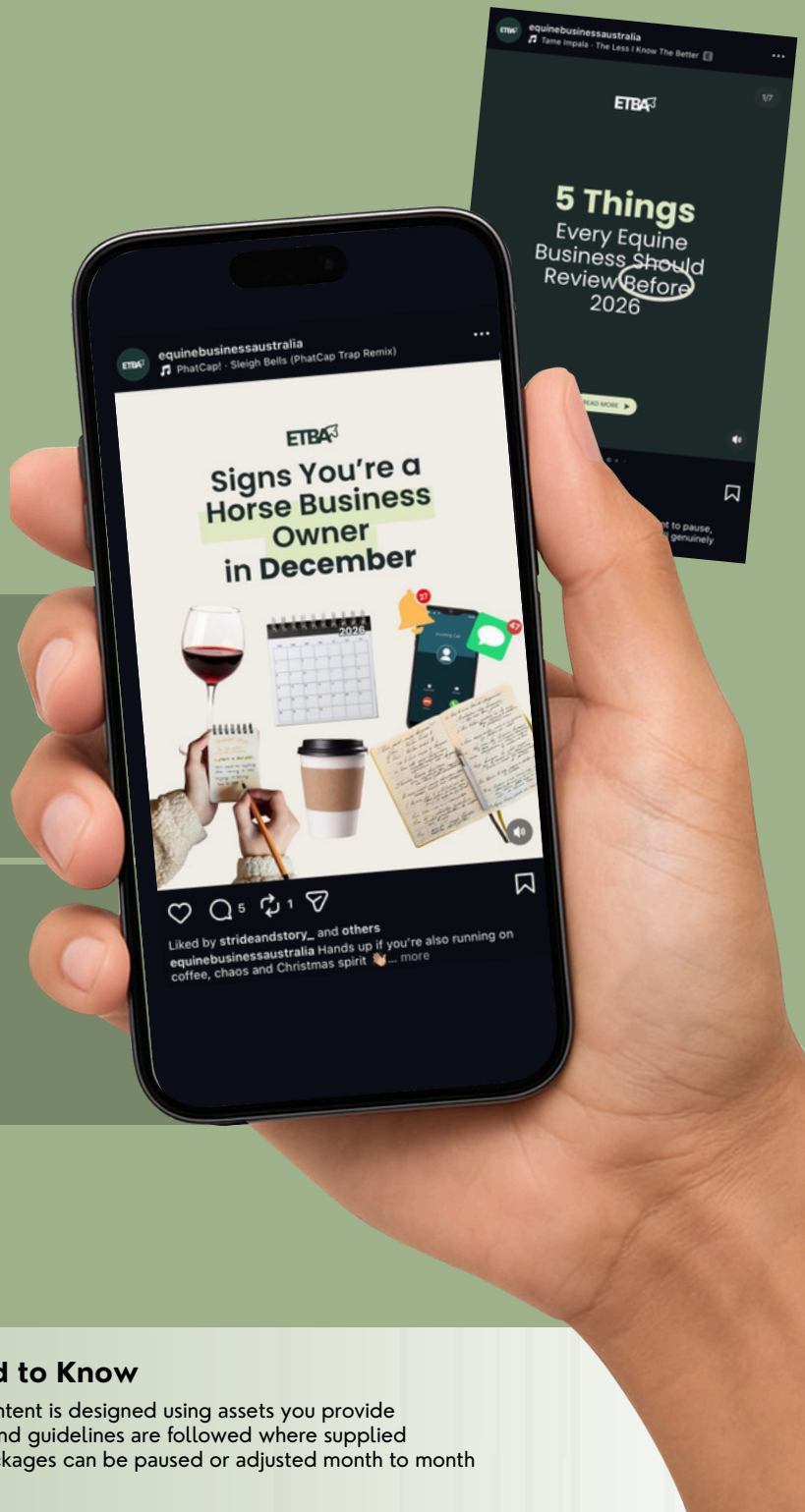


SOCIAL MEDIA CONTENT *Design*

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 Jaycle
Director of Equestrian Trade and Business Australia
ETBA

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.

















*2025 Equestrian Events



*2026 Equestrian Events



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.



Australian Performance
Horse Magazine
2026 Wall Calendar

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.



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


LET'S Work
TOGETHER
We're grateful to every advertiser, partner, and supporter who helps keep APH Magazine thriving.
If you'd like to:
• Book advertising
• Discuss partnerships
• Explore custom publishing
Scan the QR code and have a chat with us.