

CARRIAGE DRIVING



CARRIAGE DRIVING magazine is honoured to be described by those in the harness world as their 'carriage driving bible', a term which reflects the magazine's unrivalled coverage of all aspects of the carriage driving domain. From its traditional roots to its more modern aspects, Carriage Driving magazine covers all the carriage driving disciplines, with in depth articles, absorbing interviews and expert advice,

as well as articles on carriage driving history and its fascinating traditions. With outstanding content and boasting strong links with all the carriage driving societies and associations, Carriage Driving is able to offer its readers an unequalled insight into the world of carriage driving.

Uniquely passionate about their sport, our readers are keen to find out about equine related products or services which offer that extra something to fuel their passion, helps them top the line-up, or

just to care for the beloved harness horses or ponies a bit better, so if you want to promote your business or sell your range of products in the world of carriage driving – then Carriage Driving magazine is the place to be seen!

Georgie Green

Georgie Green,
Editor, Carriage Driving



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Editor

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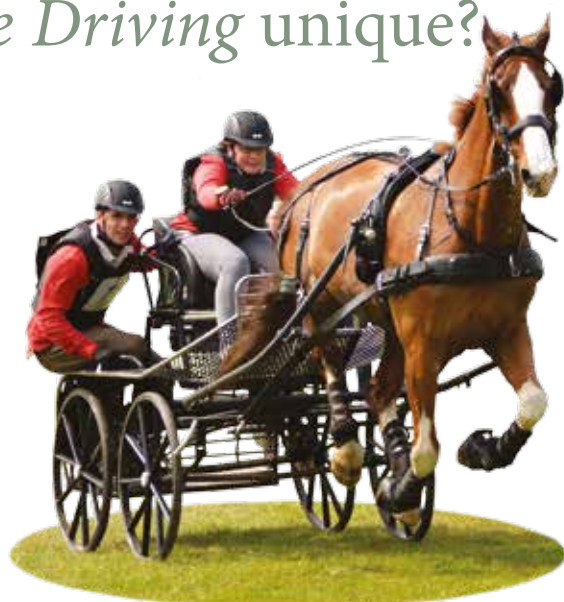
Carriage Driving readers are passionate about their sport. As a lifelong equestrian, Editor, Georgie Green is determined the magazine not only encompasses the wide and varying disciplines but is always there ensure readers are up to date with what is happening in their world.



Why is *Carriage Driving* unique?

Carriage Driving is the only monthly magazine dedicated entirely to sport and recreation with the harness horse. Trusted, respected and loved throughout the whole of the international driving community, *Carriage Driving* puts quality content at the core of its editorial intent and remains the only essential publication for the driving enthusiast.

- Published for over 32 years
- Recognised as the most authoritative carriage driving title within the international driving community
- Unrivalled coverage of every part of the carriage driving scene



The *Carriage Driving* reader

With an age span which covers everything from juniors to octogenarians and beyond, our readers range from those that have a general interest in carriage driving, to those participating at the highest level of competition. The magazine enjoys

a loyal following, with readers often contributing articles, letters, and reports, and all the main carriage driving organisations actively participating in the magazine's content, making it the most comprehensive carriage driving magazine available in the UK.

Circulation, distribution and reach

Carriage Driving's readership profile spans all ages, social backgrounds and occupations, from landed gentry and those with Royal connections, to the local carriage driver. The magazine boasts strong associations with all the major driving organisations, built up over many years, and is held in exceptionally high esteem because of this. Between them our readers

own a total of over 27,000 horses and ponies and nearly 15,000 carriages. *Carriage Driving* is the only monthly magazine published in the UK which is distributed and enjoyed worldwide which is wholly dedicated to the world of the harness horse. The magazine has also established a highly-engaged and interactive audience through its social channels.

Superb updates, reports and knowledgeable articles; well written and positioned by excellent, knowledgeable contributors and reporters.

Neil Wray

The magazine

Carriage Driving has been serving the driving community for over 32 years. Our comprehensive monthly guide to sport and recreation with the harness horse is the perfect companion to any enthusiast. Inside every issue, our readers discover:

- Unrivalled coverage of both the national and international carriage driving scene, written by a panel of expert writers.
- Fascinating insights into the history and traditions of carriage driving
- Packed full of stunning photography from events and shows
- Focus on the up-and-coming stars and lives of the sports' best known personalities
- Expert training advice on driving skills for all levels and equine management from accredited instructors and coaches

Every issue is published digitally for mobile, tablet and desktop, allowing our readers to download and search through thousands of articles when on the move.

Trades & Services Buy & Sell

We provide the perfect resource for buying and selling driving horses, harnesses, and carriages, as well as advertising any of your carriage driving services and shows.

- 70% of our readers actively use our directory to search for carriages and carriage accessories

Calendar

Our beautiful calendar is so popular we often sell out; it's also sent out free to all our subscribers who can't wait for it to drop through their letterbox along with the December issue! With all the main carriage driving events for the year, some wonderful carriage driving imagery and handy space to write day-to-day activities, it's become a firm favourite in the *Carriage Driving* stable!

Request your free courtesy copy today! Call 01722 717018



Our advertisers say...

We are always keen to tailor our advertising message and target equestrian disciplines directly, which is why Carriage Driving magazine has been valuable in helping us reach this specialist audience.”

Jane Buchan, Baileys Horse Feeds

A well-presented and informative magazine: the place to go to read interesting and/or instructional articles or to find adverts relating to all aspects of driving equipment.

Fiona, Director, Carriage House Insurance

Magazine advertisement rates

Position	1 Issues	4 Issues	6 Plus Issues
DPS	£1,135	£1,115	£800
Full-page	£635	£615	£423
Half-page	£385	£365	£257
Quarter page	£235	£215	£157

All rates subject to vat (unless vat exempt)

Includes the digital format magazine with hyperlinks.

Cancellation six weeks prior to publication date

Advert specification

DPS

(w) 420mm x (h) 297mm
(Add a 3mm bleed)

Full-page

(w) 210mm x (h) 297mm
(Add a 3mm bleed)

Half-page landscape

(w) 186mm x (h) 126mm

Half-page portrait

(w) 90mm x (h) 255mm

Quarter-page

(w) 90mm x (h) 126mm

2018/19 production schedule

Cover date	Editorial submissions deadline	Advertisement booking and ad copy deadline	Publication (on sale) date
Feb 18	10.01.18	11.01.18	26.01.18
Mar 18	07.02.18	08.02.18	23.02.18
Apr 18	14.03.18	15.03.18	30.03.18
May 18	11.04.18	12.04.18	27.04.18
Jun 18	09.05.18	10.05.18	25.05.18
Jul 18	13.06.18	14.06.18	29.06.18
Aug 18	11.07.18	12.07.18	27.07.18
Sep 18	13.08.18	15.08.18	31.08.18
Oct 18	12.09.18	13.09.18	28.09.18
Nov 18	10.10.18	18.10.18	26.10.18
Dec 18	14.11.18	15.11.18	30.11.18
Jan 19	05.12.18	06.12.18	21.12.18
Feb 19	09.01.19	10.01.19	25.01.19
Mar 19	06.02.19	07.02.19	22.02.19

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