

Chaff Chat

NOVEMBER 2017



Chaff Chat

FEBRUARY 2017



Official Publication of
Horse Riding Clubs A
Print Post No. 10001

chaff chat

Advertising Kit

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Chat





overview

Chaff Chat is the official monthly HRCav newsletter, which contains articles and general information of interest to members, rule updates, discipline specific reports, award leaderboards and important news from Head Office.

A complimentary copy of the HRCav Newsletter is sent to all affiliated Clubs and HRCav Judges & officials. Members may subscribe to receive a direct mailed copy. Non-HRCav members may also subscribe to Chaff Chat if they wish at the same rates as members.

Chaff Chat is currently only available as a print publication, but as of 1st November will also be available online for subscribers.

1420

current subscribers. This number is expected to increase once the publication goes online.

KEY FIGURES

- » Chaff Chat has been read by over 526,530 HRCav members since its inception in 1983
- » The HRCav has 265 affiliated member clubs
- » There are currently 5500 individual members - comprising of 5200 senior and 300 junior members.
- » Members range from the age of 8 -75 years of age and are predominantly female.
- » The majority of Chaff Chat readers are located in Victoria or just over the borders

opportunity

It's all about targeted advertising. Chaff Chat has hundreds of readers monthly who are horse owners and riders.

Given the current state of the economy, having a well-defined target market is more important than ever. No one can afford to target everyone. Small businesses can effectively compete with large companies by targeting a niche market.

Targeting a specific market does not mean that you are excluding people who do not fit your criteria. Rather, target marketing allows you to focus your marketing dollars and brand message on a specific market that is more likely to buy from you than other markets. This is a much more affordable, efficient, and effective way to reach potential clients and generate business.

We would like to offer you a choice of different advertising opportunities in Chaff Chat, that can be customized to meet your objectives.

advertise your business or products

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Advertise your business/products in Chaff Chat, and you will automatically get a link on the HRCav website back to your website for the duration of your advert.

Adverts start from as little as \$55 dollars per month.

FULL PAGE ADS



AD SIZE:

210mm wide x 297mm high

Margins within ad

(Try to keep text within these margins)

10mm top & bottom 15mm both sides

3mm bleed

CMYK colour PDF

ADVERT (Per Month)

MEMBERS

BUSINESS

Black & White

\$140

\$200

Colour

\$380

\$380

Premium Colour (covers)

\$450

\$450

HALF PAGE ADS

7



AD SIZE:

210mm wide x 143mm high

Margins within ad

(Try to keep text within these margins)

10mm top & bottom 15mm both sides

3mm bleed

Black & White only

ADVERT (Per Month)

MEMBERS

BUSINESS

Black & White

\$80

\$125



Black & White only

\$90

CLASSIFIEDS

9

WORD CLASSIFIED

Max 50 Words

45 x 65mm

CHAT CHAT ADVERTISING RATES 2013/14

FOR ISSUE:	MEMB	BUSINESS
One page	\$40	\$50
Half page	\$20	\$25
Full page	\$40	\$50
Word Classified (50 words)	\$25	\$30
Photo Classified (15 photos)	\$25	\$30
Back Cover (50 words)	\$60	\$75
Back Cover (15 photos)	\$80	\$100

CHAT CHAT ADVERTISING RATES 1/11/10

FOR ISSUE:	MEMB	BUSINESS
One page	\$40	\$50
Half page	\$20	\$25
Full page	\$40	\$50
Word Classified (50 words)	\$25	\$30
Photo Classified (15 photos)	\$25	\$30
Back Cover (50 words)	\$60	\$75
Back Cover (15 photos)	\$80	\$100

Horses For Sale

FOR SALE
QH X ARAB MARE
7YRS, 14.2hh.
Pretty, intelligent mare, who needs an experienced rider and regular work to show you her best.
Has done basic flatwork, responds well to natural horsemanship techniques.
Would suit a confident teenager/adult looking for a smart but green horse to bring on for Riding Club or similar.
Sound, good strong build but too inexperienced for our young family.
\$1,800
Alison 5480 0146 or 0437 800 145
or alison.hillet@ipond.com
Zebu Area

Dressage Schoolmaster
7Y, 14hh, 15yrs
BA Reg with points

FREE DELIVERY
Min. order 28 bales
For friendly service or advice contact
Arthur or Daniel Parker
0427 273 388

BUSINESS CARD CLASSIFIED

No Word Limit

90mm x 55 mm

DIAMOND PARK

Compete or holiday with your horses
HRCV Member 10% Discount

Mornington Peninsula
www.bluediamondpark.com.au
0407569929

ADVERT (Per Month)

MEMBERS

BUSINESS/NON-MEMB

Word Classified

\$30

\$55

Business Card Classified

\$35

\$75

Black & White only

43mm high

the margins)

n & both sides

y

ADVERT (Per Month)	MEMBERS	BUSINESS/NON-MEMB
Photo Advert	\$70	\$100

SERVICES DIRECTORY

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SERVICES DIRECTORY

ACCOMMODATION
Howards Hill BNB - Bono 0417 306 415
www.howardshill.com.au

AGISTMENT
Glenshea Equine Retirement
www.glenshea.biz 0439 635 889
Tudor Pines Lodge 9740 4490
www.tudorpineslodge.com.au

ARENA CONSTRUCTION
Earthrax Pty Ltd
Coldstream 0918 332 004
Equibuild Arenas 0488 776 636
www.equibuildarenas.com.au

ARENA HIRE
Elmore Events Centre 5432 6176
www.elmoreeventsdays.com.au
El Castillo Equestrian Centre
Springfield 0437 175 291
Five Star Indoor Clinic Venue
www.livestartindoorarena.com.au
0431 075 656

BREEDERS & STUDS
Cumbrian Wood Stud 02 6344 8191
www.cwperformancehorses.com
Shiprock Stud Pty Ltd
Irish Sport Horses 0438 319 551
www.shiprock.com.au

**COMPETITION/ EVENT
MANAGEMENT & SCORING**
www.horsecomp.com.au
Emma 0448480011
Lucinda 0448 880 226
Caroline 0448 461 088

CUSTOMS CLEARANCE
TLW Australia 9359 3100
www.ilwaustralia.com.au

DENTISTRY
Claire Brown Equine Dental Service Tuerong
0431 189 913
Murray Valley Vet Equine Dentistry
Procla... 0448 982 643
North Eastern Equine Dentistry
Euroa 0439 827 818

EDUCATION
EA Horse Management/Riding Cert
Nickleham 0407 094 188
Intro Into Horse Management
Mickleham 0407 094 188

EVENT CATERING
Coffee Van - The Brews Bus
0488 093 400 brewbus.com.au

FARRIER
HotCold & Barefoot trimming
Brendon Scully 0458 606 114

SUPPLEMENTS

HORSE FLOATING
Laure Morton Horse Transport
Yarra Glen 0427 317 767
Prestige Horse Transport
Euroa 0422 476 457

HYPNOTHERAPY
Hypnosis 4 Riding Enhancement
Langwarrin 0409 183 911

INSTRUCTORS
Andrea Williams NCAS 1 General
Albury 0412 859 756
Caroline Coleby NCAS L2 Dr & Gen
Tatura Area 0432 505 774
Tatura Area 0432 505 774
Cheryl Beckett NCAS 1 General
Ringswood/surrounds 0410 602 980
Christine Harding NCAS 1 General
Werribee/Geslong 0418 528 186
Fiona Deering - Remote Coach
www.remote-coach.com 0400 377 351
Gillian Samuel NCAS 1 General
All Areas 0416 005 890
Joanna Barry NCAS L1 Dressage
Aspendale 0417 683 122
Lyndy Webb NCAS L1 General
Mickleham 0407 084 188
Trevor Ibbotson-Woodward
0429 638 511
www.cwperformancehorses.com
www.ygdrasil.com.au
Woodend 0419 785 064

MARKETING
Archer Creative 1300 077 126 0432 972 215
www.archercreative.net.au

MASSAGE
Equipoise Pilates for Equestrians
0411 532 3000
Equine Therapist - Nth East Vic
0438 712 548
Equine Dynamics 0407 247 109
www.equine-dynamics.com
Remedial Massage/Therapies 4 Riders
Brenn 0408 305 257
www.equine-dynamics.com

MECHANICS
Yarra Valley Mobile Tech
0424 438 764

ONLINE STORES
Ecotak Horsewear 0428 988 218
www.ecotakhorsewear.com.au
HAMAG 9408 1388
hmag.com.au
The City Barn 0447 456 882
www.the-city-barn.com

PERFORMANCE COACHING
Naisha Althoff-Kelley 9736 8630
www.yourridingsuccess.com

Please send the form below and payment of \$100.00 by cheque made payable to the HRCav
to: CHAFF CHAT SERVICES DIRECTORY, PO BOX 209, NUNAWADING VIC 3191

PRINTERS
Marvondah Printing - Ringwood
9879 1555

RUG CLEANING
Cleansport Rug Cleaning
YEA 5797 2555
DIY Rug Laundrette
Baxter 3998 1168
Horseugcleaners.com.au
Vicwide 0438 500 275

RUGS & RUG REPAIRS
Ecotak Rug Repairs
Morice 0428 988 218
Pegasequine 0427 329 544
Shepparton 0427 329 544
Hurstbridge Saddlery
Hurstbridge 9718 1988

SADDLEFITTERS
Terry Waddell - Master Saddle Fitter
Yarra Glen 0438 320 523

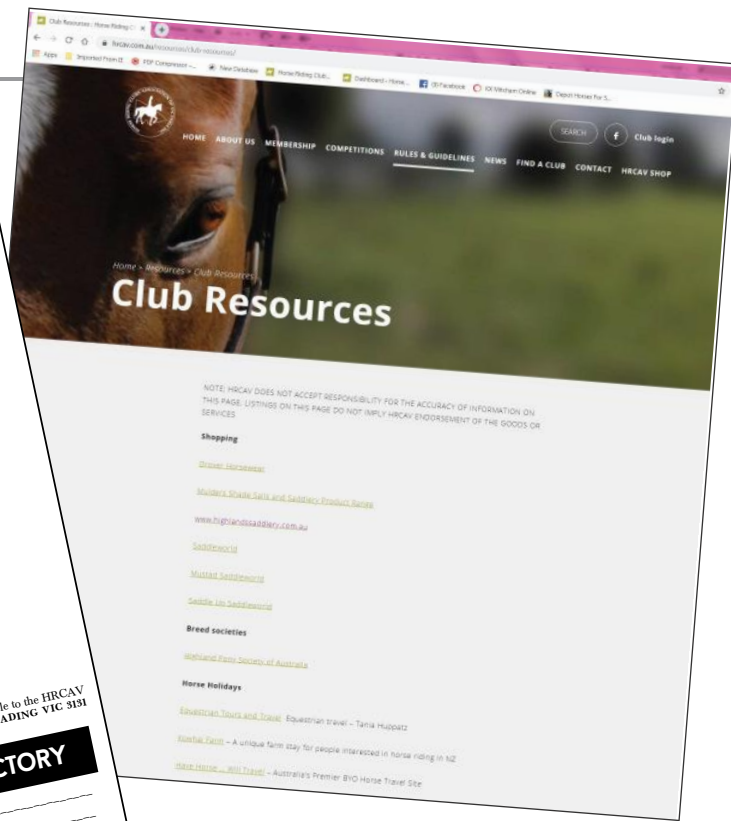
SADDLERS
Hurstbridge Saddlery
9718 1988
WOW Saddles
Australia Wide 02 6236 3072

STOCKFEEDS & RURAL SUPPLIES
Mega Merch Rural Ballarat - 5334 3888
Bulla Produce Saddlery & Farm Supplies
9307 1441

TRAINERS
Bolsida Training & Breaking
www.bolsidatrain.com.au
www.bolsidatrain.com.au
0413 242 216
Drew Morton Roseaneah Perf. Horses
Kilmore 0419 370 645
The Nix Nog - C & J Doherty
www.mms.com.au 0434 446 969

VETS/CLINICS/HOSPITALS
Dr Kirsten Neil Berwick
0408 769 976
Elite Equine Veterinarians
Yarra Valley 0412 619 740
Equine Care Clinic
www.equinecareclinic.com
0422 889 060
Equine Post-Operative Care/Rehab
www.keyshorsequine.com.au
Sarah Harris 0400 008 470
Peninsula Equine
Mornington Peninsula 5978 7894

VIDEOGRAPHER
Equine Video Productions
Travis - 0412 686 349



AD SIZE: 3 Lines

Buy a year's subscription and have your website link listed on the HRCav Website's Club Resources Directory.

ADVERT (Per Month)	MEMBERS	BUSINESS/NON-MEMB
Services Directory	\$70	\$100

more information

- All Adverts must be submitted and paid for by the 10th of the month for the following month's issue
- Adverts can be paid for by Cheques, Credit Card or EFT. Receipts will be issued once paid for.
- SPECIAL OFFER BULK BUYS - must be paid in full.
Buy 6 get one free Buy 12 get 3 free
- Opportunity for product or service reviews. Please call Des for more information.

get in touch

Thank you for your interest in advertising in Chaff Chat

For more information or bookings

contact Des at

des@hrcav.com.au

or 03 9877-0330