

Chaff Chat

NOVEMBER 2017



Chaff Chat

FEBRUARY 2017



HORSE RIDING CLUBS ASSOCIATION OF VICTORIA INC.

chaff chat

Advertising Kit





overview

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

All current HRCVA members receive an electronic copy of Chaff Chat every month - that is about 5500 members.

Those that prefer to receive a hard copy, can pay the subscription of \$120 per year, and have a hard copy posted. The hard copies are not in full colour - only the full page adverts will be colour.

5662

subscribers

KEY FIGURES

- » Chaff Chat has been read by over 529,799 HRCV members since its inception in 1983
- » The HRCV has 254 affiliated member clubs
- » There are currently 5662 individual members - comprising of 5093 senior, 236 junior members & 333 non-riding members.
- » Members range from the age of 6 -80 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 thousands 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 advertising opportunities in Chaff Chat, that can be customized to meet your objectives.

advertise your business or products

5



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)

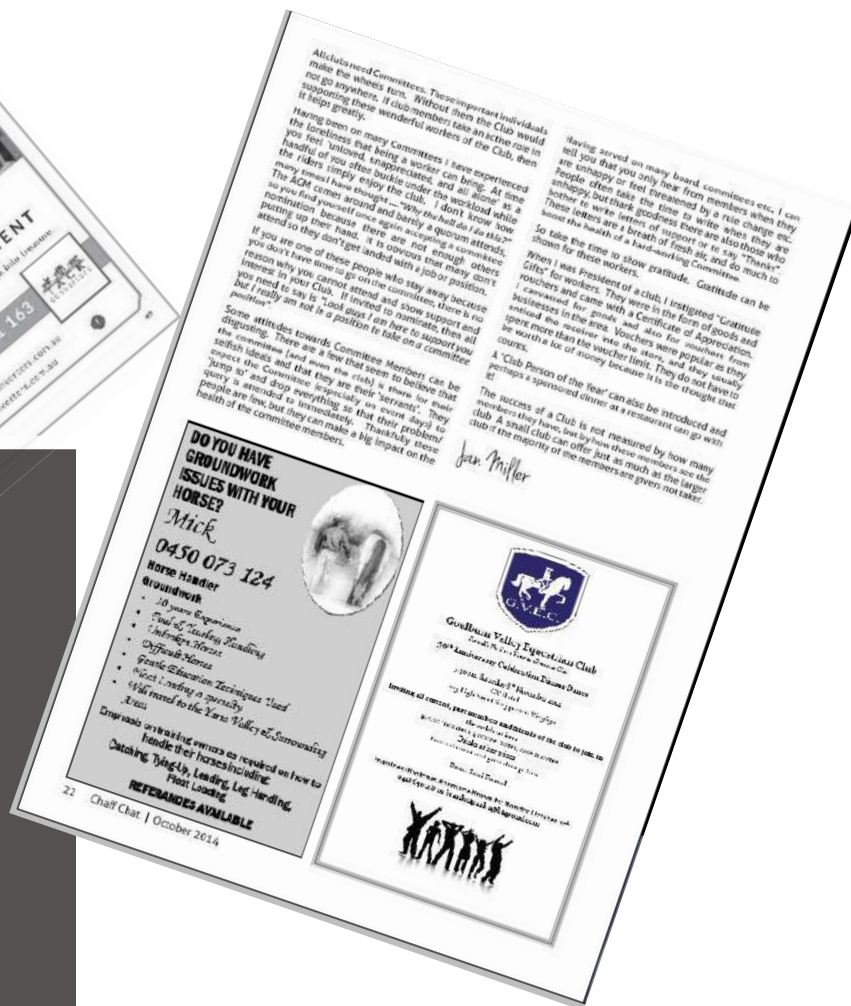
MEMBERS

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	NON-MEMB
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 Classified	\$60	\$75
Competition and Event Ads		
Official 1/2 Page	\$30	\$40
Unofficial 1/2 Page	\$20	\$25
Full Page	\$60	\$75

EXCELLENT MOUNTS FOR SALE
 2 horses for sale
 1. 10yr old, 14.2hh, bay, excellent rider, good natured.
 2. 10yr old, 14.2hh, bay, excellent rider, good natured.
 Phone: 0425 188 0088

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.hilet@gmail.com
 Echuca Area

PH LIBERTY SADDLE FOR SALE
 17" Brown, Extra Wide Gullet
 Made for Phoenix & Mages. Only used 18 months and in excellent condition.
 Close all straps leather.
 \$3300
 \$722 1548

CLOVER & RYE HAY - SQUARE BALES - MAIN RIDGE
 Exceptional Quality. Due for cut and baled by end of Oct.
 \$10.00 per bale
 \$10.00 per bale
 Please contact: Lyn 5989 0241. Phone to place order.
 Lyn 5989 0241. 0425 563 400

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

Dressage Schoolmaster
 7y, 14.2hh, 13yrs, EA Reg with points.
 Trained by a top level lady with 10 years experience. This lovely, friendly horse placed in his first dressage competition in 14 and performed beautifully in 15. He is a true schoolmaster, a true dressage horse and a good schooler. He is a true schoolmaster for a QH or WB. For sale as I have another property and need to sell him. I don't have time to campaign him and he will be lonely.
 PH 5987 8219 \$7000

BUSINESS CARD CLASSIFIED

No Word Limit

90mm x 55 mm

DIAMOND PARK

Compete or holiday with your horses
 HRCav 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

PHOTO ADVERT

AD SIZE:

98.5mm wide x 143mm high

1 photo

Margins within ad

(Try to keep text within these margins)

10mm top, bottom & both sides

NO bleed

Black & White only

'Won't Take Long'
17hh, 7yo, Thoroughbred gelding. Gentleman to handle in every way. Quiet and honest under saddle but still green so needs rider with experience. In light work. Ideal all rounder. Old tendon injury means he is probably not suited to higher level eventing.
Email: hicks@bordernet.com.au
Ph: 0400 604 302 Benalla Vic
<http://youtu.be/vz1z4URwiM>
\$1000




EYE-CATCHING MARE
13YRS, 15HH
Youtube: <http://www.youtube.com/watch?v=Wob1Zz06lEM>
Louie is an very attractive, athletic & compact mare that is training novice level dressage & jumping 80 cm. Very soft & responsive. Easy to handle, clip, float etc.
\$7900



Please contact Steph 0430 189 518

Excaltur - Mini Man
1927. 14 yo, on 4th Nov 2014.
Gelding.
A cream pony. He is safe, and loves the company of people and playing with him. He is kind and easy for everyone. We have owned Mini for 10 years.
Pony has been ridden by two sisters - they have spent hours and riding, to winning the overall title.
Mini moved on to TB's. His results speak for themselves.
Some of the most recent results are:
Champion Level 3
Level 4 HRCAY
WWM Open Horse Show.
Overall level 5 (winning champion).
In his current home he has been used for Level 5, 4 & 3 HRCAY competitions.
Some small jumps and with more experience, he is a very special horse.
0580468



ADVERT (Per Month)

MEMBERS

BUSINESS/NON-MEMB

Photo Advert

\$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