

Reitsport *BRANCHE*

ADVERTISING RATES: 2025

Your gateway to the equestrian trade industry: direct access, wide coverage!

- Print edition (in German)
2,200 copies in Germany, Austria, Switzerland
- E-paper (in English)
4,500 copies including Scandinavia, Benelux, UK, France, Spain, Italy

■ **New: a further 3,000 specialist dealers in the US! (WESA + AETA visitors + exhibitors)**

The
ONLY MONTHLY

German
trade magazine
for retailers,
manufacturers
and wholesalers





“I give you my word!”

Reitsport BRANCHE is a project of Meenen Press Services, a team of experienced industry insiders. Publisher Michael Meenen has been doing innovative work in the equestrian sports sector for more than 25 years.

Meenen Press Services has excellent contacts within the equestrian sports scene.

The team have realised numerous publications and were responsible for managing the media-related business of major international events such as world championships.

Reitsport BRANCHE is the new medium at your side, upon which you can truly rely. Michael Meenen: “We will use our strengths to your advantage. You have my word.”

Reitsport BRANCHE reaches 99 per cent of the German-speaking equestrian retail industry. On top of this, an English version will be published to inform all major foreign markets.

„OUR STRENGTH – YOUR ADVANTAGE“

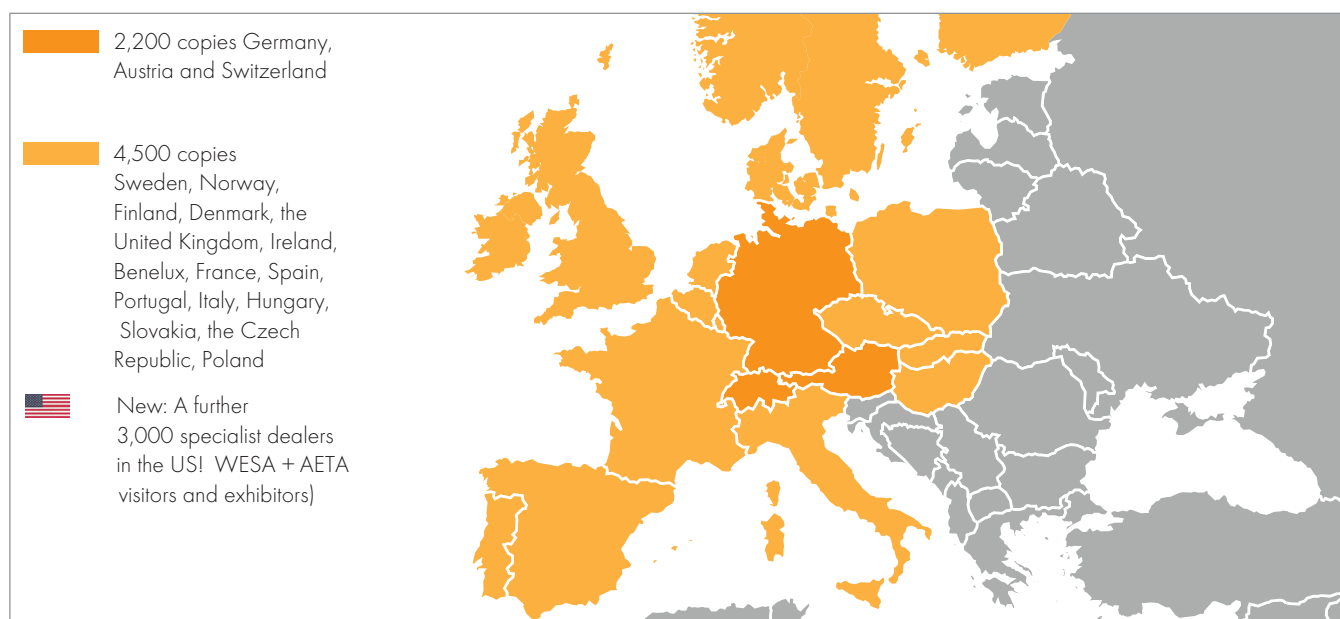
The team of Meenen Press Services are a guarantee for high-quality journalism:

- Facts and information, researched by industry insiders
- Expert advice, from purchasing through to POS
- Opinions that unite
- Comments that polarize
- An entertaining writing style
- Let's do this together!

With kindest regards,

Michael Meenen

Reitsport BRANCHE – Our reach in the equestrian retail industry



SHORT-DESCRIPTION

Reitsport BRANCHE is a trade magazine exclusively distributed to equestrian retailers, manufacturers, suppliers, sales representatives and other members of the industry. Consumers are excluded. **Reitsport BRANCHE** is published on a monthly basis, either in print or as e-paper. Publication date: at the end of the previous month



AD FORMATS AND PRICES Media data no. 10 – valid from 1. September 2024

Format	Type Area width x height in mm	Bleed plus 3 mm for trimming width x height in mm	Price plus VAT	More Information
Title page: 1/1 page:	177 x 252	210 x 231 210 x 297	EUR 2,141 EUR 2,141	Business Card EUR 384 for 12 issues
1/2 page: portrait landscape	88 x 252 177 x 125	102 x 297 210 x 145	EUR 1,481	More formats, web banners and loose/bound-in inserts on request! Surcharge: - 10 % each for bleed format, confirmed placement or gutter bleed format
1/3 page: portrait landscape	55 x 252 177 x 88	75 x 297 210 x 108	EUR 1,031	
1/4 page: portrait - 1 col. portrait - 2 col. landscape	43 x 252 88 x 125 177 x 66	63 x 297 108 x 145 210 x 86	EUR 907	
1/8 page: portrait - 1 col. portrait - 2 col. landscape	33 x 125 88 x 62 177 x 33	53 x 145 108 x 82 210 x 53	EUR 698	

DATES & TOPICS

RB 1/25 - January	date of publication: 20/12/2024 closing date: 29/11/2024 Special: pasture safety: types of electric fences
RB 2/25 - February	date of publication: 27/01/2025 closing date: 07/01/2025 spoga horse preview: all you need to know about the leading trade fair + Special: building and renovating barns & stables in line with guidelines
RB 3/25 - March	date of publication: 24/02/2025 closing date: 11/02/2025 Spoga horse review + Special: feeding concentrates in a targeted way, types of muesli
RB 4/25 - April	date of publication: 26/03/2025 closing date: 04/03/2025 Special: insect protection – pests in and around the yard
RB 5/25 - May	date of publication: 25/04/2025 closing date: 04/04/2025 Special: safety equipment: competing – in style and with protection
RB 6/25 - June	date of publication: 26/05/2025 closing date: 02/05/2025 Special: hoof care: how to get horses accustomed to the farrier
RB 7/25 - July	date of publication: 27/06/2025 closing date: 03/06/2025 Special: coat care with a wellness factor: energetic grooming
RB 8/25 - August	date of publication: 28/07/2025 closing date: 01/07/2025 Special: shade and protection – mobile pasture shelters
RB 9/25 - September	date of publication: 28/08/2025 closing date: 01/08/2025 Special: saddles – children's saddles & riding pads
RB 10/25 - October	date of publication: 26/09/2025 closing date: 02/09/2025 Special: healthy feed supplementation – herbs
RB 11/25 - November	date of publication: 27/10/2025 closing date: 02/10/2025 Special: headcollars, halters & ropes – leading & tying up horses correctly
RB 12/25 - December	date of publication: 27/11/2025 closing date: 04/11/2025 Special: secure your yard – fire & theft protection



Technical data:
Please supply a printable PDF file
(resolution: 2400 dpi, screen width 165 lpi,
Colour space: Euroscale (CMYK), all fonts embedded.
Bleed adverts: writing that must not be trimmed
needs to be positioned at least 5 mm from the page margin!)
to the following email address: info@meenen-presseservice.de
Our general terms and conditions at www.reitsport-branche.com

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