

Dressage Anywhere Media Pack Spring/Summer 2011

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Dressage Anywhere is an online competition website where riders at every level can compete from home. Members use Dressage Anywhere to participate in monthly scheduled virtual dressage competitions and to improve their training.



Dressage Anywhere is aimed at:

UK & international dressage riders of all levels

Target audience includes members of:

- British Dressage (>14,000)
- British Eventing (>11,000)
- The Pony Club (>110,000)

Riders with:

- Limited time to travel to competitions
- Horses that will not load
- No transport

Competitors seeking:

- Extra judge feedback
- Pre-live competition practice

Dressage Anywhere member demographics:

Typically desirable ABC1
Affluent consumers
Purchase specialised equestrian clothing, equipment and vehicles

Are looking to buy equestrian goods and services including:

- feed & supplements, bedding, stabling & livery yards, insurance, video equipment

Key stats:

Registered members	> 1,500
Unique visitors per month	> 1,500
Monthly page views	> 11,000
Top countries	UK, Sweden, USA, Germany, Finland, UAE, Denmark, Norway, France, Ireland

Class sponsorship

Your logo on every page with a link to your website for two months
'Sponsored by ...' text on entry, payment pages & the scoreboard
Logo and hyperlink in monthly newsletter
Product samples and giveaways
1st, 2nd & 3rd prizes for Team Challenge and Riding School League



Specification & prices

Format	High resolution jpeg, gif, tiff, eps
Deadlines	Booking, confirmation & logo to be supplied two months in advance
1 month	£70.00
3 months	£150.00