

THE LEADING
UK EQUESTRIAN
SEARCH ENGINE



MEDIA PACK 2026

FOR ADVERTISING ENQUIRIES PLEASE CONTACT

Amanda Watson a.watson@watsonsdirectories.com | 01432 367977





ABOUT US

The Equestrian Index - The Search Engine for the Equestrian Industry!

The Equestrian Index is a long established, specialist search and discovery platform for the equestrian industry, designed to help businesses stay visible, credible and findable by the people they want to reach.

As equestrian consumers increasingly research products and services before making decisions, The Index positions your brand at the point of discovery - when people are actively searching, comparing, and forming opinions. This is not about fleeting attention or one off clicks, but sustained visibility within a trusted, category led environment.

For over a decade, The Equestrian Index has connected equestrian businesses with a highly relevant UK audience by providing a structured, searchable platform that supports brand awareness, recognition and informed choice. Being featured signals legitimacy, professionalism and commitment to the equestrian sector.

If your business sells to equestrians, The Equestrian Index isn't just another advertising option - it's where your brand deserves to be seen.

"The best single access point to search, research and reach the entire equestrian sector"

REASONS TO ADVERTISE



Over
355,000
Equestrian users in
the last 12 months



Targeted monthly
audience of over
60,000
equestrians



Access to over
30,000
Social Media
followers



Monthly newsletter
to over **8,500**
horse owners and
equestrian professionals



Equestrian
Newsfeed from
homepage



Advertisers receive
over **200 million**
impressions every
month



Keywords and linked
content allow advertisers
maximum visibility
in search results



Website is fully
supported by
technical team with
strong SEO tactics



Builds and maintains
brand and company
awareness, reinforcing
all other media
marketing strategies



327
Industry
specific
categories



Updated
annually to
ensure **accuracy**
of data



Geographical
search that works at
local, national and
international level



Cost
effective 12
month
membership
packages



DIGITAL MEMBERSHIP PACKAGES

	HEADLINE	PREMIER	STANDARD
Site wide Headline Banner	✓	—	—
Section Headline banner T/O	✓	—	—
Search Landing Page Ad	✓	✓	—
Full Business Profile all relevant sections	✓	✓	✓
ENewsletter editorial	quarterly	quarterly	—
Social Sharing	✓	✓	✓
Industry newsfeed & news on profile page	✓	✓	✓
TOTAL INVESTMENT	£1,550	£680	£575



Most of the marketing options above are available to purchase on an individual basis – see costs below:

Advertisement Type	Price
Basic Business Profile all relevant sections	£175/yr
Headline Banner	£275 pcm
Pre-site Pop Up	£100/wk
Newsletter Banner	£175 pcm
Newsletter editorial	£100 pcm
Podcast Episode	£250 inc record, edit, host and embed code

Rates for packages cover 12 months advertising unless stated otherwise, are in GBP and are exclusive of VAT. You can pay for annual digital membership packages by monthly Direct Debit if preferred.



SPECIFICATIONS

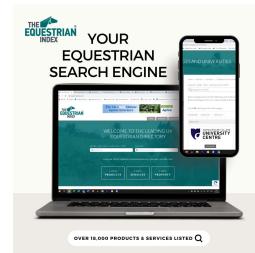
All dimensions are in pixels (width x height). Images should be provided/uploaded in high resolution .jpg format

Headline Banner

- 728 x 90
- Weblink



From
£275



OVER 18,000 PRODUCTS & SERVICES LISTED



£680



£575



£175

Premier Business Profile

(Same spec as Full Business Profile with addition of extra features below)

- 620 x 410 Home page Ad
- 620 x 410 Landing page Ad
- Company contact details
- Social Media links
- Weblink
- Protected email facility

Standard Business Profile

- Logo - 370 x 110
- Image 1 & 2 - 190 x 190
- Business description
- Image and Video galleries
- Newsfeed articles
- Downloads
- Weblink & linked profile content
- Social Media links
- Protected email facility
- CMS access to amend content

Basic Business Profile

- Logo - 180 x 147
- Business description
- Image and Video galleries
- Newsfeed articles
- Downloads
- Weblink & linked profile content
- Social Media links
- Protected email facility
- CMS access to amend content



Amanda Watson a.watson@watsonsdirectories.com | 01432 367977

NEWSLETTER

From
£100



Newsletter Banner (Two available – header & footer)

- 625 x 194
- Weblink

From £175 monthly

Newsletter Stories

- 280 x 200
- Link to full story on newsfeed
- Weblink
- Unlimited content

From £100 monthly

FOR ADVERTISING ENQUIRIES PLEASE CONTACT



**THE BEST SINGLE
ACCESS POINT TO
REACH THE ENTIRE
EQUESTRIAN SECTOR**



THE
EQUESTRIAN
INDEX®

FOR ADVERTISING ENQUIRIES PLEASE CONTACT

Amanda Watson a.watson@watsonsdirectories.com | 01432 367977