

THE EQUESTRIAN INDEX®

THE SPECIALIST UK BUSINESS DIRECTORY CONNECTING EQUESTRIANS WITH THE BUSINESSES, PRODUCTS, SERVICES AND EXPERTISE THEY NEED.

18,000+ BUSINESSES | 326+ SPECIALIST CATEGORIES | 14+ YEARS

YOUR MARKETING HAS DIFFERENT JOBS TO DO.

Social media helps people discover you. PR builds credibility. Events create valuable conversations. Advertising raises awareness. Your website tells your story.

The Equestrian Index has a different role.

It provides a specialist place for equestrians to find businesses by the products, services and expertise they need - and gives those businesses somewhere useful to explain what they do.

Whether someone has discovered you through Google, met you at an event, seen you on social media or been recommended by a friend or colleague, your Equestrian Index Business Profile gives them somewhere to find out more about your business.

BE THERE WHEN PEOPLE ARE LOOKING.



PEOPLE DON'T ALWAYS MAKE A DECISION THE FIRST TIME THEY ENCOUNTER A BUSINESS.

They research. They compare. They come back. They ask questions. They look for reassurance.

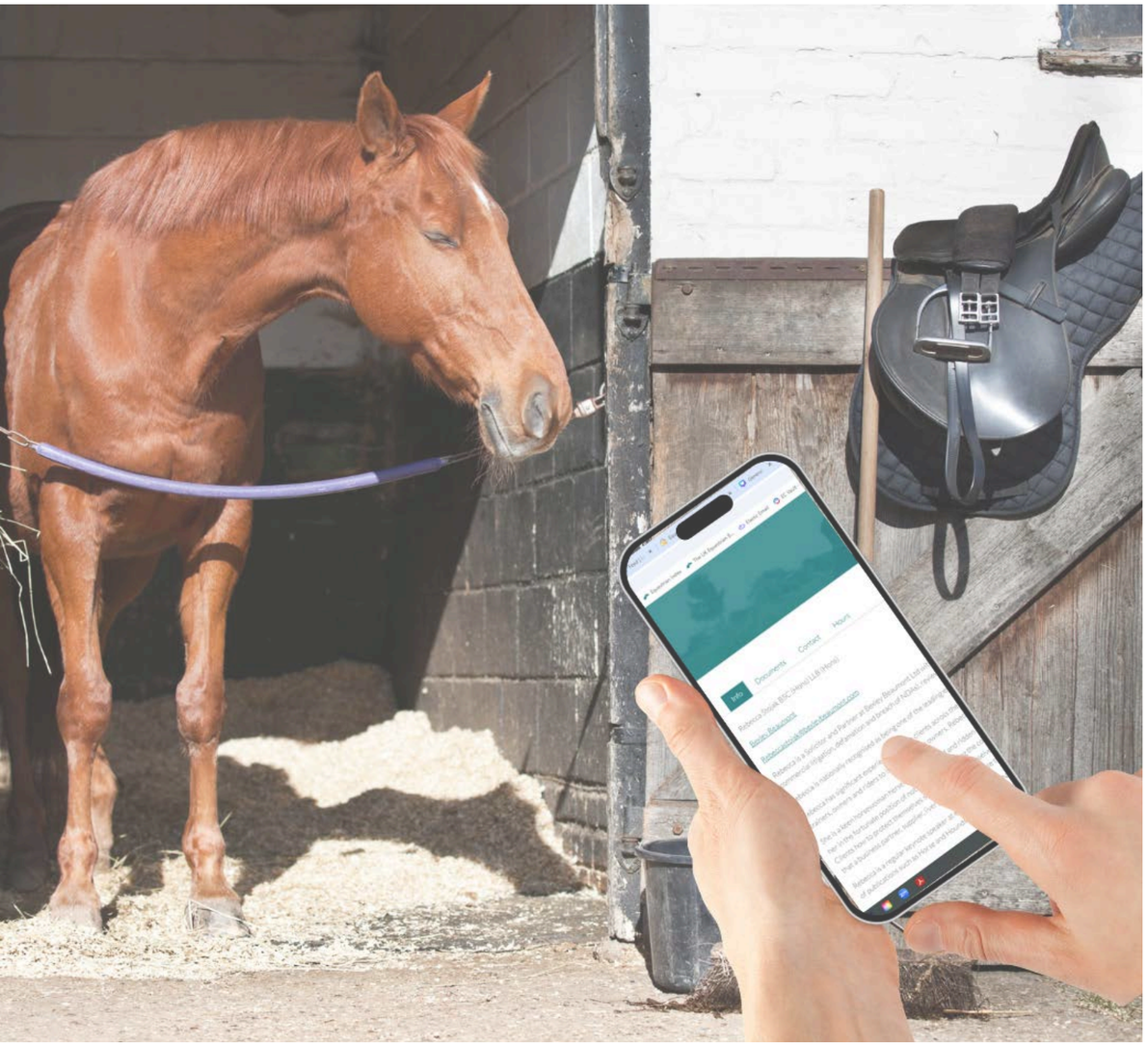
Sometimes they are simply at the beginning of their search and are not ready to make contact yet.

A Business Profile gives them somewhere to continue that research - with the information they need to understand what you offer and decide whether to take the next step.

THE INDEX IS THERE TO SUPPORT YOUR MARKETING – NOT REPLACE IT.



THE EQUESTRIAN INDEX®



WHY BE PART OF THE INDEX?

A specialist resource for a specialist industry.

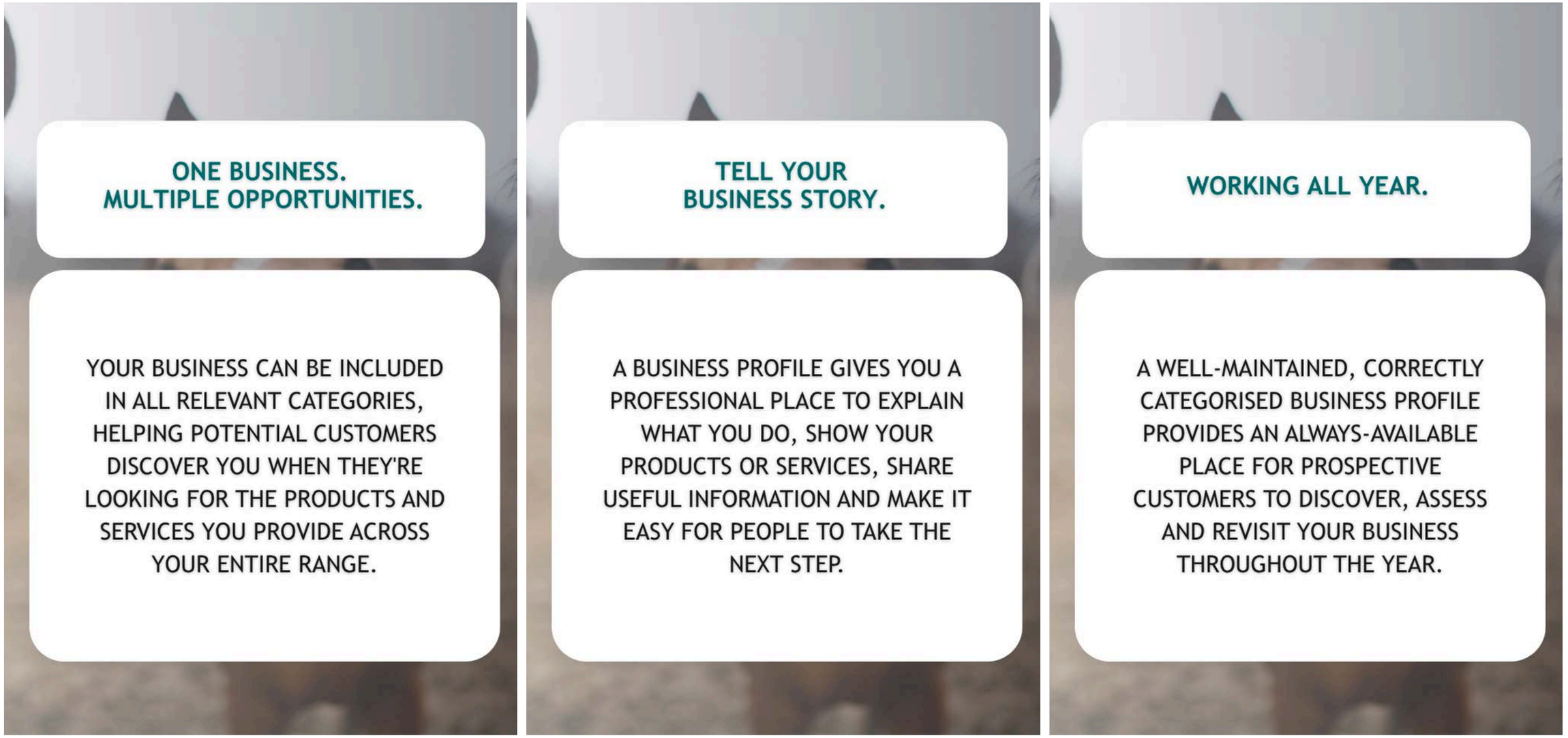
The equestrian industry is broad and diverse, with businesses working across hundreds of different specialist areas. The Equestrian Index brings those businesses together in one place, helping people find the right businesses for what they need.

What's included in a Business Profile?

- Business description
- Website & contact information
- Social media links
- Images & galleries
- Video
- Opening hours
- Reviews
- News features
- Brochure & document downloads
- Map (optional)
- All relevant business categories

ONE PROFILE. MULTIPLE TOUCHPOINTS.

THE EQUESTRIAN® INDEX



ONE BUSINESS. MULTIPLE OPPORTUNITIES.

YOUR BUSINESS CAN BE INCLUDED IN ALL RELEVANT CATEGORIES, HELPING POTENTIAL CUSTOMERS DISCOVER YOU WHEN THEY'RE LOOKING FOR THE PRODUCTS AND SERVICES YOU PROVIDE ACROSS YOUR ENTIRE RANGE.

TELL YOUR BUSINESS STORY.

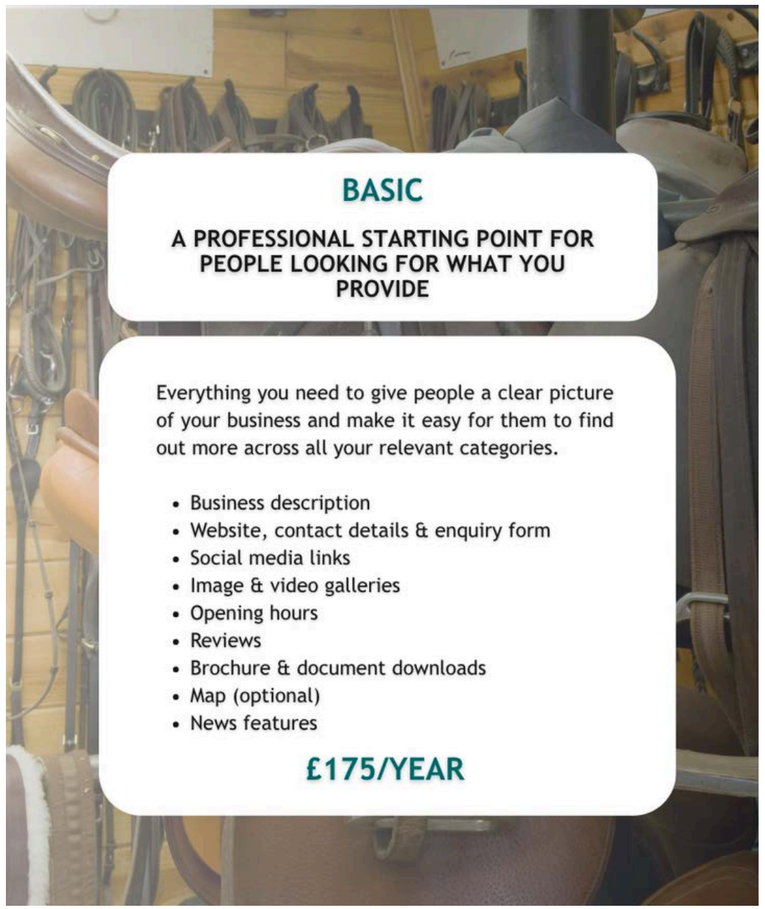
A BUSINESS PROFILE GIVES YOU A PROFESSIONAL PLACE TO EXPLAIN WHAT YOU DO, SHOW YOUR PRODUCTS OR SERVICES, SHARE USEFUL INFORMATION AND MAKE IT EASY FOR PEOPLE TO TAKE THE NEXT STEP.

WORKING ALL YEAR.

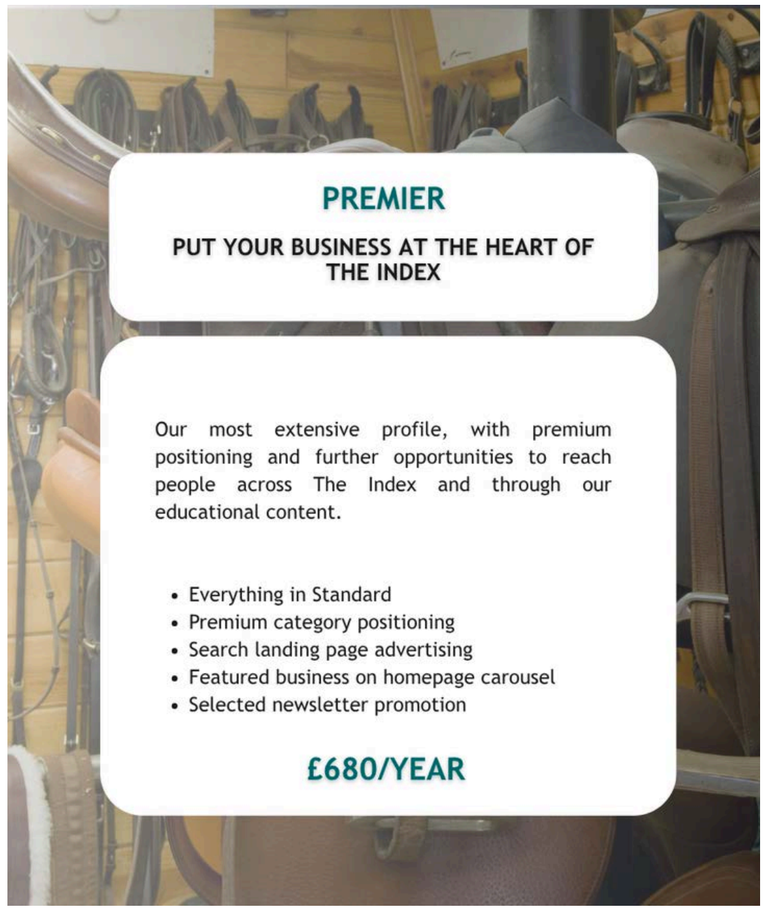
A WELL-MAINTAINED, CORRECTLY CATEGORISED BUSINESS PROFILE PROVIDES AN ALWAYS-AVAILABLE PLACE FOR PROSPECTIVE CUSTOMERS TO DISCOVER, ASSESS AND REVISIT YOUR BUSINESS THROUGHOUT THE YEAR.

BUSINESS PROFILES

Choose the level of profile that suits your business and how you want to use The Equestrian Index.







Business Profiles can be supported by additional promotional opportunities across The Equestrian Index. All prices exclude VAT. Current pricing and inclusions subject to availability and may change.

PROMOTIONAL OPPORTUNITIES BEYOND YOUR BUSINESS PROFILE

There are additional ways to promote your business across The Equestrian Index, giving you options to build on your Business Profile and use different formats to communicate with our audience.

HEADLINE BANNER	£175 pcm	Prominent banner placement across the Index, keeping your business visible as people browse and search the site.
PRE-SITE POP-UP	£100/week	A high-impact message shown before visitors enter the Index, putting your promotion directly in front of people arriving on the site.
NEWSLETTER EDITORIAL	£100 pcm	Share useful, relevant, educational content with our newsletter audience, giving you space to showcase your expertise, products or services.
NEWSLETTER BANNER	£275 pcm	Prominent banner placement within the Index newsletter, putting your business directly in front of our engaged newsletter audience.
PODCAST EPISODE	£250	Your own podcast episode, including recording, editing, hosting and embed code, giving you an opportunity to talk about your business, expertise or a subject relevant to the industry.

The most useful marketing helps people do something: find out more, visit your website, make an enquiry, contact you, explore your products or come back later. Our promotional opportunities are designed to work alongside your Business Profile and wider marketing activity.



THE EQUESTRIAN INDEX®

AUDIENCE IN NUMBERS

120,000
Unique website visitors*

110,000
Google search impressions*

19,000
Social followers

8,400
Newsletter subscribers*

** average monthly figures*



BE THERE WHEN PEOPLE ARE LOOKING, BUT IT'S NOT JUST ABOUT BEING SEEN.

The Equestrian Index helps equestrians. . .

FIND YOU when they're looking for the products, services or the expertise you provide.

UNDERSTAND YOU through information, images, content and links that tell them more about your business.

RETURN TO YOU when they're comparing options, doing further research or ready to make contact.

CONNECT WITH YOU through your website, phone, email and social channels.





THE EQUESTRIAN INDEX®

PART OF A WIDER SPECIALIST EQUESTRIAN ECOSYSTEM.

The Equestrian Index is one of the specialist platforms developed by Watsons Directories Ltd, alongside EquestrianProperty4Sale.com, The Yard Owners Directory and YardWise.

Each brings together different parts of the equestrian industry, creating opportunities for businesses to join relevant conversations and reach the audiences that matter to them.

READY TO BUILD YOUR PRESENCE?

Start with a Business Profile from £175/year.



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