



The Barn Board™

HORSE BOARDING, LESSONS & SERVICES LOCATOR

Advertising & Media Kit 2024

*Connecting Your Brand with Equestrian
Enthusiasts Across Canada*

info@thebarnboard.com | www.thebarnboard.com

MARKETING PLAN

From The Barn Board's public launch date of June 1st, 2024, it is projected to reach over 7,000 Canadian equestrian enthusiasts monthly - in 2024 - through targeted content and strategic marketing. By 2025, with the addition of the other provinces, the reach will double and triple. The Barn Board is poised to become a leading connector in the equestrian community.

MARKETING STRATEGIES

The Barn Board is committed to bring **consistent traffic and engagement** (organic and paid) via online and offline channels and activities.

24/7 CHAT SUPPORT
GIVEAWAYS / BUSINESS PROMOTIONS
SEO CONTENT & LINK BUILDING
FACEBOOK ADS & FB GROUPS
INSTAGRAM ADS
TIKTOK ADS
PARTNERSHIPS & NETWORKING
LOCAL EVENTS MARKETING &
SPONSORSHIPS
MEDIA RELATIONS



Hanna Guerra, Founder/CEO and a Horseowner, is a seasoned Lead Generation Strategist, well known for her expertise in marketing strategies, lead generation, and brand promotion - across multiple industries. She has been invited to speak and host workshops in small and large business events in Ontario on digital marketing and effective lead generation strategies.

AUDIENCE INSIGHTS

OVERVIEW



Over 80% of horse riders are women.

SURVEY RESPONDENTS' MOST COMMON ROLES IN THE EQUINE SECTOR ARE:

- RECREATIONAL PARTICIPANT (69%)
- AMATEUR SPORT COMPETITOR (61%)
- COACH/TRAINER (23%)
- EQUINE FACILITY OWNER (15%)
- FARMER/RANCHER (12%)
- PROF SPORT COMPETITOR (12%)
- BREEDER (11%)
- EVENT FACILITY OWNER (11%)
- EQUINE FACILITY STAFF (11%)
- OTHER (7%)
- OFFICIAL (7%)
- EQUINE HEALTH PRACTITIONER (6%)

25-60 YEARS OLD

The Barn Board caters to horse enthusiasts, horse riders and horse owners between 25-60 years old as well as parents (mostly mothers) of young equestrians between 10-17 years old.

ONLINE ADOPTION

The equestrian communities have readily adopted the rise of e-commerce and online activities. Building digital platforms that facilitate connection among riders, trainers, and suppliers can only foster a sense of community and loyalty!



MARKET

\$16B CANADA

\$102B US

\$133B EUROPE

\$1.6B AUSTRALIA

fact

In 2024, the global equestrian market is valued at over \$300 billion annually and is expected to continue growing steadily.



The Barn Board
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ADVERTISING OPTIONS



PAID LISTINGS

Get found when people are searching for your services & products. Get matched with qualified leads requesting for your services or products! Receive activity stats.



SITE BANNER ADS

Get targeted advertising, increased brand visibility and drive direct conversions -- make an impact on revenue growth. Receive activity stats.



ONLINE MAGAZINE

Extend your reach and grow your authority with our online magazine, *ManeStream Quarterly*. 3 months visibility & promotions per issue. Receive activity stats.



EMAIL/NEWSLETTER BLASTS

Reach out directly to a dedicated audience with customized email blasts. Drive interest and conversions with personalized messages and compelling calls to action.



FACEBOOK/INSTAGRAM ADS

Our paid listings and advertisers enjoy bonus regular promotions via FB and IG ads. Additionally, we offer lead generation service via Facebook Ads. Ask us!

WE MATCHMAKE!

Through our Service Finder Request Form available on our chat support, website, and social media, users can request for specific service they are looking for. We will then match their requests with our paid listings and advertisers! Bonus!!!



The Barn Board
HORSE BOARDING, LESSONS & SERVICES LOCATOR

Your Ad Here

200 x 200

Online Ads Also Get
Free Ad Space in Online
Quarterly Magazine
"ManeStream"

Your Ad Here

300 x 300

Online Ads Also Get
Free Ad Space in Online
Quarterly Magazine
"ManeStream"

Your Ad Here

300 x 400

Online Ads Also Get
Free Ad Space in Online
Quarterly Magazine
"ManeStream"

BANNER ADS



LAUNCH OFFER: Low starter monthly fee + FREE ad design (value \$25 to \$75) with minimum 3 months paid upfront. No contracts.

BONUS: All banner ads advertisers get an ad space in the online magazine (ManeStream Quarterly) + Social Media Promotions!

We are committed to bringing consistent, daily traffic to The Barn Board via organic and paid ads. Get seen with us! Traffic and ad reports will be provided to all advertisers.

HOME: 300 X 300 \$50/mo

Premium location on Home. 8 spots.

EVENTS: 300 X 300 \$30/mo

3 spots.

MESSAGE BOARD: 300 X 300 \$30/mo

3 spots.

HOME: 1920 X 500 \$75/mo

Premium location. 1 spot.

MAIN BLOG: 1920 X 500 \$75/mo

Premium location. 1 spot.

BLOG POST: 250 X 250 \$30/mo

1 spot.

BLOG POST: 250 X 400 \$40/mo

1 spot.

OUR MISSION: 250 X 400 \$30/mo

1 spot.

PRICE PLAN: 1920 X 500 \$50/mo

1 spot.

NON-PROFITS, RECEIVE 20% OFF!



The Barn Board
HORSE BOARDING, LESSONS & SERVICES LOCATOR

SUMMIT
ACTIVE

GUT HEALTH
Probiotic and prebiotic enhance gut health

BALANCE ENERGY
Probiotic and prebiotic maintain healthy weight and energy for horses

PERFORMANCE RECOVERY
Organic trace mineral nutrition supports muscle function and superior bone health

ANTIOXIDANT BLEND
Vitamin E and selenium promote overall health

Available at your local Hubbard Dealer

HUBBARD
an *Altech* company

www.hubbardfeeds.com

E & D Farrier Service

SPECIALISING IN PERFORMANCE HORSES
- HOT AND COLD SHOEING
- CORRECTIVE SHOEING
DAN - 0423 926 664

horseback riding lessons

lessons, parties, adult classes, camps and more!

MAGAZINE ADS



Get 3 months visibility with your **TARGETED** audience!
Limited spots. Secure yours. Deadline: 10th of month for the following quarterly issue.

LAUNCH OFFER: All advertisers receive free monthly Social Media Promotions. Get free ad design for all ads!

Grow with The Barn Board!

FULL PAGE: Page 2 \$175/3 mo

FULL PAGE: Page 3 \$175/3 mo

FULL PAGE: Back Cover \$175/3 mo

FULL PAGE: Inner Page \$150/3 mo
Up to 4 spots available.

HALF PAGE \$100/3 mo
Up to 6 spots available includes Business Spotlights.

All Full Page and Half Page ads receive a unique opportunity to contribute editorial content to the magazine! Boost your visibility and authority!

QUARTER (1/4) PAGE \$70/3 mo

1/8 TH PAGE \$40/3 mo

1/12TH PAGE \$30/3 mo

Classified Ads - Image/Text \$15/3 mo
Up to 30 words + contact info.

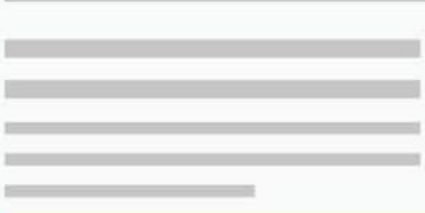
Classified Ads - Text Only \$7/3 mo
Up to 30 words + contact info.

NON-PROFITS, RECEIVE 20% OFF!





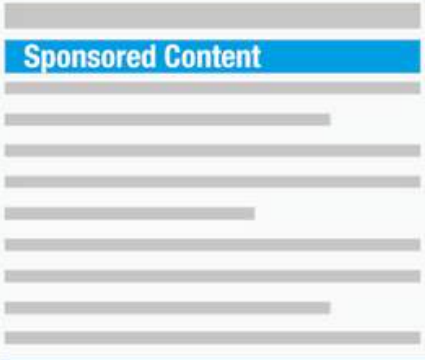
NA 580 x 100 px



NB 190 x 100 px

ND 190 x 400 px

NC
380 x 170 px



EMAIL BLASTS



Available monthly. Limited spots. Secure yours.
Grow with The Barn Board! Boost your **TARGETED** and **FOCUSED** visibility and authority. Click / ad report will be provided.

TOP BANNER 580 X 100 \$75/blast
Premium location. 1 spot. includes sponsored content

PAGE 380 X 170 \$50/blast
1-2 spots available.

SIDE 190 X 100 \$25/blast
1-2 spots available.

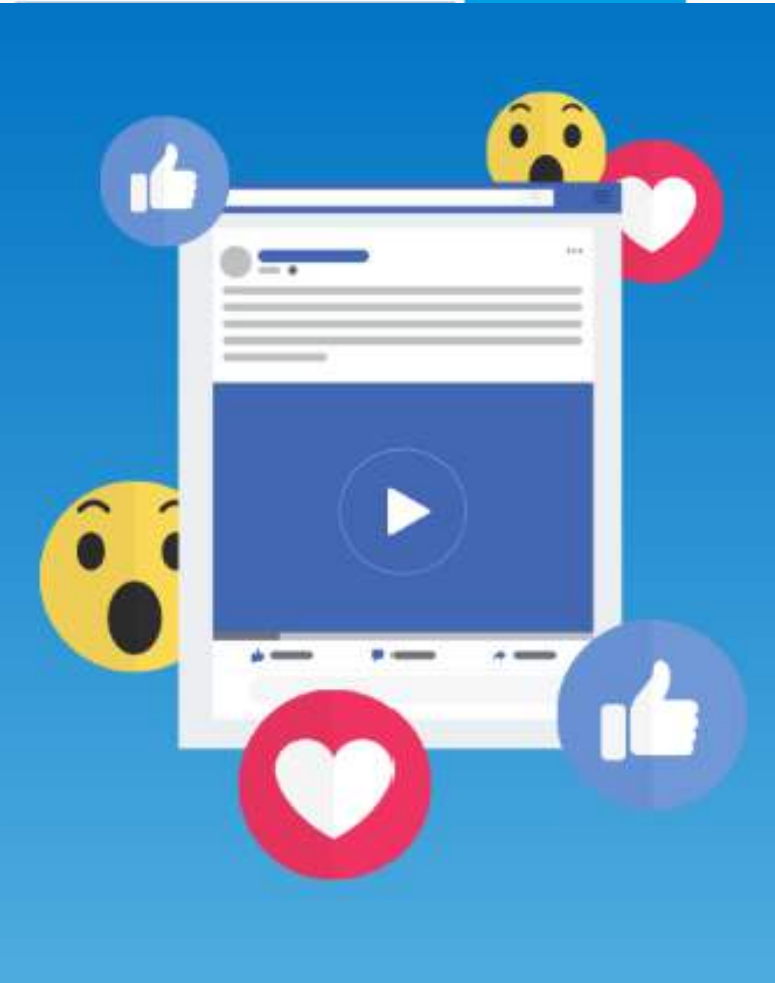
SIDE 190 X 400 \$35/blast
1-2 spots available.

FACEBOOK ADS

Our paid listings and advertisers enjoy bonus regular promotions via FB and IG ads as part of The Barn Board's service and commitment to its business partners.

Ad-hoc Service: *Additionally, we offer effective lead generation service via Facebook Ads. [Managed Facebook Ads Service ranges: \$500 to \$1500 per month + FB ad costs].*

Email to inquire: info@thebarnboard.com



NON-PROFITS, RECEIVE 20% OFF!

LET'S WORK TOGETHER

The Barn Board is more than a directory -- *it's a premium platform and the FIRST active matchmaking online directory in the equine industry.* We match those seeking for your services and products with you! We are committed to enhancing user search and experience AND providing quality leads to our business partners -- all the while, creating an engaged community!



CONTACT INFORMATION

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