

DIGITAL & INTERACTIVE MAGAZINE

El Caballo Español

www.ancce.com



ANCCE

New digital & interactive magazine

Internet has become the most powerful means of communication in today's world. Its capacity to reach far and near and the possibility of focusing on a specific target audience make it an essential tool for any stud farm interested in growing and reaching out to others.

Consequently, **ANCCE has launched a new version of its *El Caballo Español* magazine. It is a digital and interactive edition**, edited in two languages (Spanish and English), which provides easy reading adapted to all types of electronic devices. This new format offers greater news, advertising and stud farm promotional possibilities, especially when seeking to give your brand greater visibility on national and international markets.



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Characteristics

- Online distribution to 66 countries, which offers greater scope, coverage and promotion.
- Advertisements have “extra contents:” videos, links, animation, downloadable, immediate access files, etc.
- Accessible and available on any type of electronic device.
- Connectivity by day and by night, anywhere I the world, thus allowing instant access by simultaneous users.
- Publication on webs, apps and social media.
- Easily organized by issues and topics with quick access to previous magazine issues.
- Eco-friendly edition as there is no need for ink and paper.



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Formats

1st advertisement (double page advertising imagery + 1:30" video + web link): €1000/issue + 21% VAT

2nd – 5th advertisement (double page advertising imagery + 1:30" video + web link): €750/issue + 21% VAT

6th - 12th advertisement (double page advertising imagery + video de 1:30" + enlace web): €600/issue + 21% VAT

Half page (vertical or horizontal) in the section Update
(advertising imagery + 1:30" video + enlace web: €350/issue+ 21% VAT

ADDITIONAL DISCOUNTS

Full-fledged members: **20% discount on list fees**

Associate members: **5% discount on all list fees**

Yearly contact(5 issues): **20% discount**

Formats & Sizes

Full page advertisement (1 impact equals a double page)

Size: 297 mm (width) x 210 mm (height) | Format: JPG

Half page horizontal (included in the section *Update*)

Size: 146 x 100 mm | Format: JPG

Half page vertical (included in the section *Update*)

Size: 73 x 210 mm | Format: JPG

1:00" – 1:30" Video (always linked to Advertising imagery)

Format: mp4

ISSUE	PRESS DEADLINE	ISSUE DATE
MAGAZINE 1 - 2019	15/02/2019	01/04/2019
MAGAZINE 2 - 2019	10/05/2019	01/07/2019
MAGAZINE 3 - 2019	10/08/2019	15/09/2019
MAGAZINE 4 - 2019	10/10/2019	15/11/2019
MAGAZINE 5 - 2019	10/12/2019	15/01/2020

Why advertise in *El Caballo Español*

- It is the only specialized reference magazine in the PRE Horse sector on both the national and international scene.
- The characteristics of this new, innovative, multimedia edition allow **advertising to have “extra contents”** such as videos, links, animation, immediate access downloadable files, etc. This, in turn, transforms the magazine in a all inclusive and dynamic media with greater commercial potential that goes well beyond the limits of the paper edition.
- Being the only bi-lingual magazine distributed digitally to 66 countries, it guarantees that your advertising attains your coverage goals.
- We have excellent positioning on Internet, social networks, and search engines.



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