



Yard Owners Directory 2025

Where the decision makers find you



**MEDIA PACK
2025**

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☎ 01432 367977



35%

Livery Yards

29%

Riding Schools

18%

Race Yards

6%

Studs

3%

Equestrian
Colleges

3%

Schools with
Facilities

6%

Training/Comp
Venues

2000

Circulation

About

If you are a business that provides products or a service to UK equestrian facilities and want to be front of mind when yard owners and managers are making their purchasing decisions, then The Yard Owners Directory is where you need to be. This unique publication provides you unparalleled, year round visibility and access to exactly those decision-makers at commercial equestrian facilities across the UK.

Our Mission

Provide the industry with a reputable publication that highlights the most appropriate product and service providers to decision-makers at commercial equestrian facilities. The publication is produced in both free direct mail and online directory formats ensuring that as a business owner and advertiser, there is no barrier to your brand and message reaching its target audience.

1



Direct Access to Decision-Makers

Yard owners and managers are often the primary decision-makers for product and service purchases within their businesses. Advertising with us enables you to directly reach the people who can decide to buy your products or services.

2



Targeted Audience

Rather than casting a wide net, The Yard Owners Directory delivers your message to a specific, relevant audience, ensuring that your advertising budget is focused on potential customers who are already engaged in industry business management.

3



Enhanced Credibility

Being featured in a trusted, industry-specific publication can enhance your brand's credibility and reputation, positioning you as a recognized, reliable supplier within the industry.

4



Brand Awareness and Visibility

Appearing in The Yard Owners Directory keeps your brand top of mind for yard owners and managers, even if they're not ready to buy immediately. This can lead to brand preference and recognition when they are ready to make a purchase.

5



Networking and Partnerships

The publication reaches businesses that might not only become customers but also potential partners, distributors, or influencers within the industry.



REFERENCE

Business Page
Key Solutions
Account Manager
Contact Details
QR Code/Links in Digital

£400



SECTION SPONSOR

Section Start Branded Page
Business Page
Key Solutions
Account Manager
Contact Details
QR Code/Links in Digital


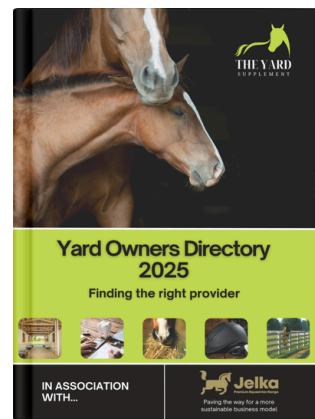
£700



TITLE SPONSOR

FC Logo, BC Full Page Ad
Business Page
Key Solutions
Account Manager
Contact Details
QR Code/Links in Digital

£1100

*images above are for illustration purposes



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