

**Reach your
affluent and upmarket
equestrian audience**



**EQUESTRIAN SPORTS
NEW ZEALAND**

Equestrian sports in New Zealand offer brands a very different marketing platform.

Are you looking to advertise with Equestrian Sports New Zealand? We have a range of both online and offline platforms where you can promote your business, organisation, products and services. These include our website, social media channels and e-newsletters. We also have opportunities to advertise in our rulebooks and other print media, all of which provide a touch-point with our passionate and engaged member base.

To find out what Equestrian Sports New Zealand can do for you, please contact us on nzef@nzequestrian.org.nz or on **04 499 8994** for more details.

Reach thousands of equestrian sports lovers every week

Our website www.nzequestrian.org.nz is a key tool for ESNZ and every year hundreds of thousands of horse riders, owners, judges, officials and fans from around New Zealand and the world visit the ESNZ website.

Our website visitors are actively involved in Equestrian Sports New Zealand and access their own membership and horse registrations via the website. They continually seek out membership and competition information, series results, rules and regulation updates and general news.

We have a number of advertising placement options on the ESNZ website with pricing to suit your budget.

Your advertisement can be supported by tailored social media and website content.



Dunstan Crew (L-R): Hayden Smith, Zoie Gray, Sarah Swarbrick, Robyn Hirst and Gretel Webber. Absent: Kristie Hill.

There's a presence about Dunstan Horsefeeds that underlines the six pillars that drive the culture of this very Kiwi Company, and it is all about excellence.

As the nation's market leader in equine nutrition, privately-owned Dunstan Horsefeeds is built on integrity, trust, expertise, respect, quality and service.

Dunstan works right across the Equestrian Industry – from grass roots Pony Club through to Studs preparing Yearlings for multi-million-dollar sales and on to the race track, as well as at top level of competition in all equine disciplines.

Equestrian Sports New Zealand audiences are distinctive

Equestrian Sports New Zealand has a distinctive audience of passionate and engaged people who represent a high percentage of all upmarket socio economic groups. Their behaviour unlocks significant value potential for brands and businesses.

Conservative estimates are that there are 80,000 registered recreation sport horses in New Zealand. It is estimated that the average expenditure per horse per year is \$13,000.

Most horse owners who purchase property do so purely to have their horses at home. For horse owners the average property price (in today's market) of over \$1m is only the start.

Barns and stables are high on the list of improvements with costs running from a simple DIY barn at \$6,000 through to \$200,000. Many build an arena on their property, at an average cost of \$21,000.

Then there is the purchase of feed, saddles and other tack, which average \$7000 per horse, per year. This figure looks extremely reasonable when compared to the most common large expenditure, a vehicle. With so few safe roads and even fewer bridleways in New Zealand, it is almost compulsory for a horse owner to also have a horse float or truck to be able to ride, and certainly to compete. Expenditure on vehicles averages \$38,000 which is considered a conservative figure compared with those who can spend over \$100,000 on a vehicle or a large new, truck which can cost as much as \$750,000.

Those without horses still spend up on their passion; averaging \$3000 per year on lessons, horse hire and equestrian clothing or accessories.

98% of horse owners indicated that a brand's sponsorship of or partnership with the sport would be an influence in their buying decision.



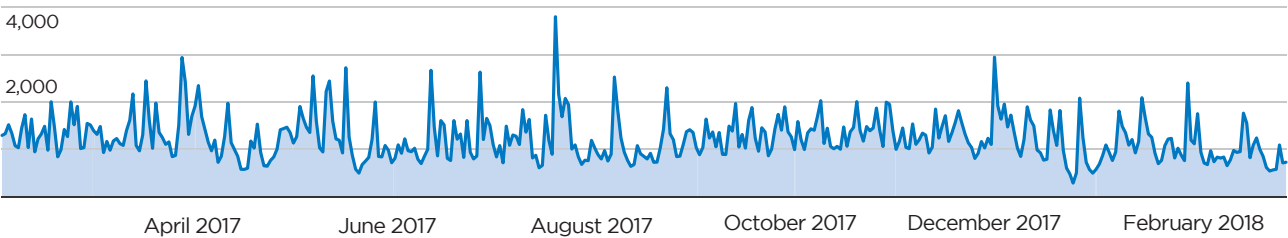
Some key website statistics

In 2018, the ESNZ website had 1,895,984 page views

All Users
100.00% users

February 1, 2017 - Feb 28, 2018

Users



Users

150,890



New users

138,653



Number of sessions per user

3.75



Sessions

565,087



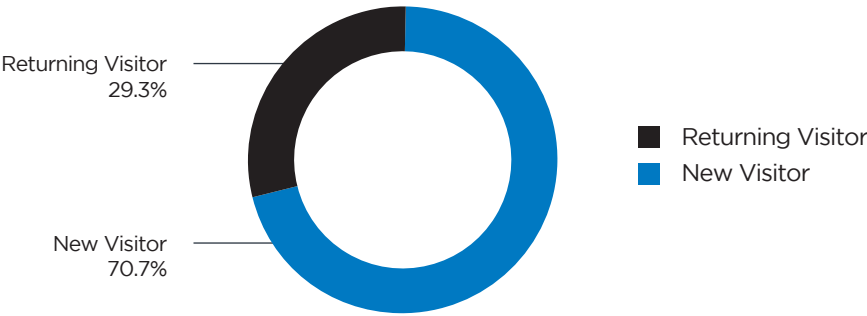
Page views

1,895,984




Pages / Sessions

3.36



Advertising placement on the ESNZ website



TEAM NZ

High Performance

The mission of the High Performance Programme is to operate a world-leading High Performance System which produces repeatable and sustainable success at the Olympics and World Championships that both inspires kiwis and marks us proud.

Keep an eye on the High Performance page as we track towards the World Equestrian Games which will be held at the Tryon International Equestrian Center in North Carolina (USA) from the 10th – 23rd September 2018.

[High Performance](#)

ADVERTISING

346 × 197


346 × 197

346 × 197

OUR PARTNERS

Sponsorship panel

ESNZ Landing Page with Advertisements



ESNZ NEWS JUMPING SERIES SHOW JUMPING SHOW HUNTER

Client-Orientated Company Dedicated Supporters of Equestrian

FMG's Equine Consultants know what they're talking about when giving clients advice. All are horsey to some extent—riders, competitors or previously involved in the industry in some way. The company who has been involved with equestrian for many years and are current sponsors of the...

[Read more](#)

ESNZ News Page with Sponsored Articles

Advertisement Sizes and Specifications

Image Size 346w x 197h (pixels)

Image type JPG or GIF files or animated GIF

To secure your space on **www.nzequestrian.org.nz** please contact us on **nzef@nzequestrian.org.nz** or on **04 499 8994**

About Equestrian Sports New Zealand

Equestrian Sports New Zealand is the national governing body for equestrian sports in New Zealand including the disciplines of eventing, dressage, show jumping, show hunter, endurance and para-equestrian. Equestrian sports engage all ages (Sir Mark Todd is 63 years old and is still competing at the highest level) and is an equal opportunity sport with men and women in direct competition with each other.

ESNZ regulates events throughout New Zealand that cater for tens of thousands of entries per season, and has around 7,000 members from grassroots to highest international level.





EQUESTRIAN SPORTS
NEW ZEALAND

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