

AT THE MARKET SINCE 1997

**GOLD** CULTURE OF EQUESTRIAN BUSINESS  
**MUSTANG**

25 YEARS ON THE RUSSIAN MARKET

MEDIA KIT 2022



«**GOLD MUSTANG**» magazine – is a magazine about equestrian business, style and culture for horse lovers with the 25-year history.

It is Russia's only professional periodical covering all aspects of equestrianism with a coordinated team of professional journalists and editors, perfectly understanding the horse industry.

For many years of its existence «**GOLD MUSTANG**» magazine has proven itself as a reliable partner for a number of companies and has significantly expanded its consumer audience.

Beginning with the first issue, which was released on May 30th, 1997, and to the present day the most interesting articles about successful people related to the world of horses are published in the magazine. Among our heroes there are the representatives of royal families, famous businessmen and politicians, stars of world cinema, as well as legendary sportsmen and horse owners.

# GOALS AND OBJECTIVES OF THE MAGAZINE:

Uniting people keen on horses, equestrian life and horse riding

# OUR TOPICS:

- **From the editor**

- **Events**

- **Equi-style**

Reviews of new collections in the fashion-industry inspired by equestrian theme. Modern trends in the interior design and landscape of the equestrian facilities, as well as equestrian decorative elements for the decoration of the internal space of the house.

- **Personality**

Articles about successful people related to the world of horses, telling about the most interesting details of their biography, career and personal life, inner feelings, characterizing strengths and weaknesses of individuals. These articles reflect independent editorial opinion on the persons known both by the wide range of readers and professionals working in the field of equestrian business.

- **Scientific approach**

Description of innovative solutions in various branches of equestrian, sport and horse breeding.

- **Business class**

Review of successful business projects in the horse industry.



- **Living legend**

Analytical articles about the great horses that helped their owners earn millions.

- **Horse planet**

Tips for travelers on how to spend a holiday with horses all over the world.

- **Practice**

Useful tips for beginner riders and sportsmen from the recognized experts. Reviews of tack and riding outfit.

Recommendations for the construction and operation of horse facilities, feeding, maintenance and treatment of horses.

- **Behind the scenes of the racecourse**

Review and analysis of the world's largest racing and trots.

- **Health and beauty**

Tips on skin and body care for horse lovers.

- **Sports**

Reviews of prestigious international and national tournaments, the largest exhibitions and shows, as well as other interesting events from the world of equestrian sport.

- **Equi-Art**

Stories about the masterpieces of the hippology genre in different kinds of art, from cinema to painting.

- **History**

Historical articles about personalities and events that influenced the course of the equestrian business in the world.



## GENDER

**Men – 37%**  
**Women – 63%**

## AGE

**20-24 – 16,6%**  
**25-34 – 20,1%**  
**35-44 – 25,8%**  
**45-55 – 21,8%**  
**Others – 15,7%**

## INCOME LEVEL

**Above the average and high – 60%**  
**Average – 40%**

## TARGET AUDIENCE:

Given the very substantial, 25-year-old presence on the market of the Russian periodicals, «**GOLD MUSTANG**» at the moment has a unique audience, many of which literally “grew up” reading our magazines. Throughout its history the magazine has stood tuned for more news of the Russian and foreign equestrian industry, serving as a reliable and often exclusive source of professional information.

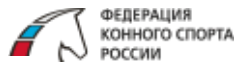
By the way, among the age groups of «**GM**» readership prevails the one most active – from 35 to 44 years. Our reader is successful, and has achieved the status in society. These are people who make decisions and have an impact on various sectors of the domestic economy. A large number of people with high incomes who have their own business or are individual (co) owners of the enterprises - the owners of horses, stud farms, equestrian clubs, etc. regularly read the magazine. The most well off segment of horsemen prefer «**GOLD MUSTANG**» to other equestrian periodicals.

For 25 years of its existence «**GOLD MUSTANG**» magazine has been able to gather the major players on the market of the equestrian industry as well as politicians, associated with the world of horses. The magazine publishes articles with leaders of Russian regions, including the presidents of the republics, governors, mayors, ministers, deputies, etc. These are people who are not indifferent to the development of the horse industry in Russia.

“**GOLD MUSTANG**” is the only expert publication in Russia that tells about hippodrome events in Russia and the world, and our pages regularly publish articles about people who have made a significant contribution to the country’s racing and trotting industry.

## WORKING WITH US

«**GOLD MUSTANG**» magazine is almost a monopoly on the Russian market of professional equestrian periodicals. For a long period of cooperation it has proven itself as the best tool to promote products and services in the horse industry and related business segments.



# DISTRIBUTION:

## Circulation – 15 000 pcs.

According to statistics 6 people read one issue of the magazine.

The audience of 1 issue of «**GOLD MUSTANG**» magazine is **90,000 people**.

The volume of the issue is not less than **112 pages** with publication frequency of **6 issues per year**, the result is providing the largest amount of the relevant information to the reader.

The main criterion for the selection of materials is exclusivity, practicality and usefulness of topics for our readers.

«**GOLD MUSTANG**» magazine has a unique base of studs, horse clubs, recreation centers, etc. tried and tested over a 24-year-old period. It is also working with the leading agencies providing distribution of periodicals and books.

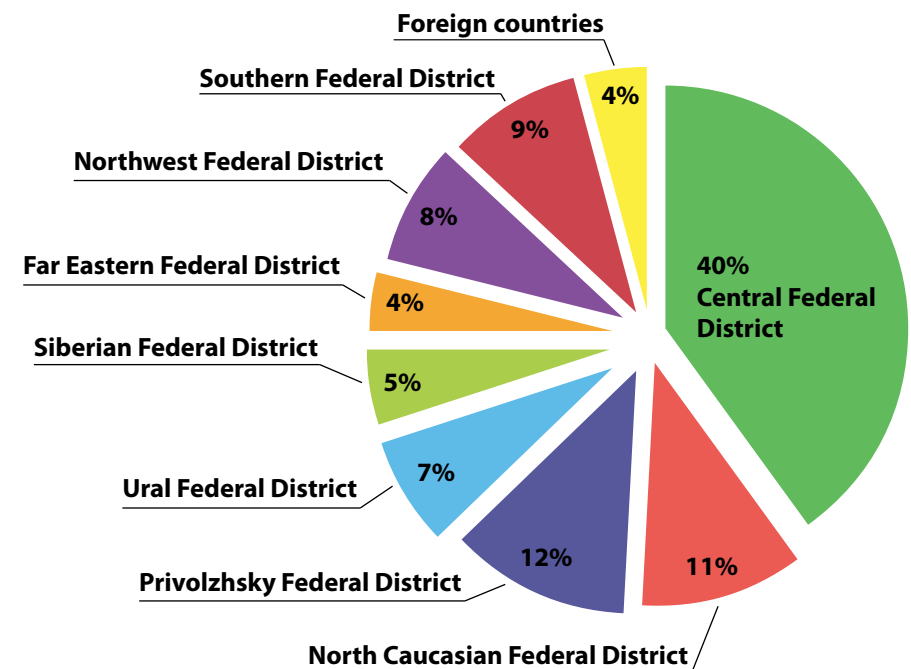
A significant part of the circulation is sold in specialized horse and pet shops, equestrian clubs and also on the equestrian events.

In 2019, our magazine agreed on cooperation with Russian-speaking countries that are members of the 3rd geographical group of the FEI (Fédération Equestre Internationale)

At the moment, our magazine is additionally distributed in countries such as: Uzbekistan, Kazakhstan, Kyrgyzstan.

These are countries with a Russian-speaking population, where equestrian sports are actively developing, and there is not enough specialized literature to receive information on the development of international equestrian sports.

**Distribution of “GOLD MUSTANG” magazine by Russia’s federal districts**





Since 2013 the editors of «**GOLD MUSTANG**» magazine signed a partnership agreement for the exclusive distribution of the periodical at major Russian racetracks. Each season beginning with April till October «**GOLD MUSTANG**» magazine participates in the VIP-layout at the following racetracks of the country: Moscow, Krasnodar, Pyatigorsk, Rostov, Kazan.



For many years «**GOLD MUSTANG**» has been taking part in a VIP layout of periodicals at the equestrian events of the international and national status on the territory of Russia: ("Novy vek", "Otrada", "Maxima Stables", "Pradar", "Vivat Rossiya", "Venta Arena", "Derby", "Forside" equestrian clubs etc.





# PROJECTS AND COOPERATION

«**GOLD MUSTANG**» magazine is an integral and important part of the equestrian industry, outlining information flows of its various aspects. And, of course, we are not limited to the release of printed periodical and website support. «GM» is involved in a large number of its own and joint industry projects. Here are some of them:


**2004**

- Release of a unique multilingual editions of the “International Horse Dictionary”.

**2006**

- Edition of The Golden Collection of Akhal-Teke horses book aimed at popularization of one of the oldest breeds the world (Russian and English).


**2007**

- Preparation of the exhibition “Equestrian Era” in the State Duma of the Russian Federation, dedicated to horse breeding and equestrian sports of our country.


**2007**

- Release of a special edition of “The word about the horse” which included well-known horse-related works of Russian and foreign classics of literature.

**2007**

- We are 10 years old! Celebration in the Museum-Estate Arkhangelskoe.


**2010**

- Anniversary 100th issue of the magazine! Celebration in the Hall of Columns of the Central Moscow Hippodrome.


**since 2010**

- Since 2010 «GM» produces a series of horsemen’s favorite calendars “Golden pedestal of Russia”. The project allows to attract sponsors to top-end athletes and key players of the racing industry.

**2012**

- Organization of the open forum «Creating an Investment Climate in the Equestrian Industry of Russia» as part of Equiros Equestrian Exhibition.


**2017**

- We are 20 years old! Celebration in the mansion of the House of Smirnov.


**2014**

- The publication of the encyclopedia "Horse industry of Russia", on the current state of the industry in the country with analytics and a presentation of the main subjects of the market (Russian and English).


**2019**

- The publication of a special issue of the magazine in English, dedicated to the General Assembly of the FEI (Fédération Equestre Internationale), which was first held in Russia in November 2019.


**2015**

- First Jumping Gold Mustang Open Cup, equestrian club – Maxima Park.

**2020**

- creature and release of the first equestrian board game HippoMarket.



## **SCHEDULE OF ISSUE OF «GOLD MUSTANG» MAGAZINE IN 2022**

	<b>CLOSE DATE</b>	<b>REALISE DATE</b>
#1(210)2022	3-4 February 2022	17-18 February 2022
#2(211)2022	24-25 March 2022	7-8 April 2022
#3(212)2022	16-17 May 2022	30-31 May 2022
#4(213)2022	1-4 July 2022	14-15 July 2022
#5(214)2022	15-16 August 2022	1-2 September 2022
#6(215)2022	6-7 October 2022	20-21 October 2022
#7(216)2022	24-25 November 2022	8-9 December 2022

# THE COST OF ADVERT PLACING IN THE MAGAZINE

Positions	Advert volume	Single placement	Placement in 2 issues (10%)	Placement in 3 issues (15%)	Placement in 6 issues (30%)
<b>Magazine Cover</b>	1st magazine cover and article on 4-6 pages	<b>6 250</b>			
<b>2 cover</b>	1 page	<b>1 650</b>	2 970	4 210	6 930
<b>3 cover</b>	1 page	<b>1 240</b>	2 232	3 162	5 208
<b>4 cover</b>	1 page	<b>2 475</b>	4 455	6 310	10 395
<b>double-page (2nd cover + 1 page of the block)</b>	2 pages	<b>2 475</b>	4 455	6 310	10 395
<b>The main block of the magazine</b>	1 page	<b>920</b>	1 656	2 346	3 864
<b>The main block of the magazine</b>	2 pages	<b>1 650</b>	2 970	4 207	6 930
<b>The main block of the magazine</b>	3 pages	<b>2 300</b>	4 140	5 865	9 660
<b>The main block of the magazine</b>	4 pages	<b>2 800</b>	5 040	7 140	11 760
<b>The main block of the magazine</b>	1/2 page	<b>500</b>	900	1 275	2 100

All prices are in EURO.

Terms of payment – 100% prepayment.

Advertising shorter than 1 page are placed in the second half of the magazine.

Reservation of special projects (inserts, custom layouts etc.) are made 2 weeks prior to the official date of booking standard ad placements. Please specify the exact date in the advertising department of the magazine.

## SPECIFICATIONS FOR THE LAYOUTS:

Advertising volume	Printed sides without bleeds (W x H) mm	Printed sides with bleeds (5 mm)
2 pages (double-page)	480 x 305	490 x 315
1 page	240 x 305	250 x 315
1/2 page	240 x 150	250 x 160
1/3 page (vertical)	85 x 305	95 x 315
1/3 page (horizontal)	240 x 102	250 x 112

Accepted file formats:

- Adobe InDesign CS6 version
- Adobe Illustrator CS6 versions in AI, PDF,
- Adobe Photoshop in TIFF, PSD

### Web-site WWW.GOLDMUSTANG.RU

**GOLDMUSTANG.RU** is a news portal about style, business, interesting events and famous people, covering all aspects of horse life.

**GOLDMUSTANG.RU** is the usual quality and independent approach, combined with a lot of news, analytic and useful information, as well as the maximum technological capabilities of online media.

The audience of [www.goldmustang.ru](http://www.goldmustang.ru) site is about **25 000 people monthly**.

Site visitors are entrepreneurs, top managers, professionals - both economically and socially active people.

### GOLD MUSTANG COMMUNITIES IN SOCIAL NETWORKS

(Facebook.com and vk.com) are in the lead in the number of readers among the Russian media, covering all aspects of equestrian community.



– <https://www.facebook.com/GoldMustangMagazine/>  
Gold Mustang group, 7772 subscribers



– [https://vk.com/gold\\_mustang](https://vk.com/gold_mustang)  
GOLD MUSTANG magazine page, 9082 subscribers



– [https://www.instagram.com/goldmustang\\_magazine/](https://www.instagram.com/goldmustang_magazine/)  
log account @goldmustang\_magazine, 10900 subscribers

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