

# Nutrien Harcourts Equine Packages

Nutrien Harcourts has curated a selection of highly targeted, Equine specific marketing options, maximising exposure and showcasing your Property to thousands of targeted buyers.

Nutrien Harcourts Equine packages leverage the most powerful marketing tools in the world being google and facebook. Targeting both passive and active buyers and using unique location, demographic and behavior targeting technology to place your property in front of the most qualified buyers, with campaigns specifically designed to generate leads.

## Digital Package Features

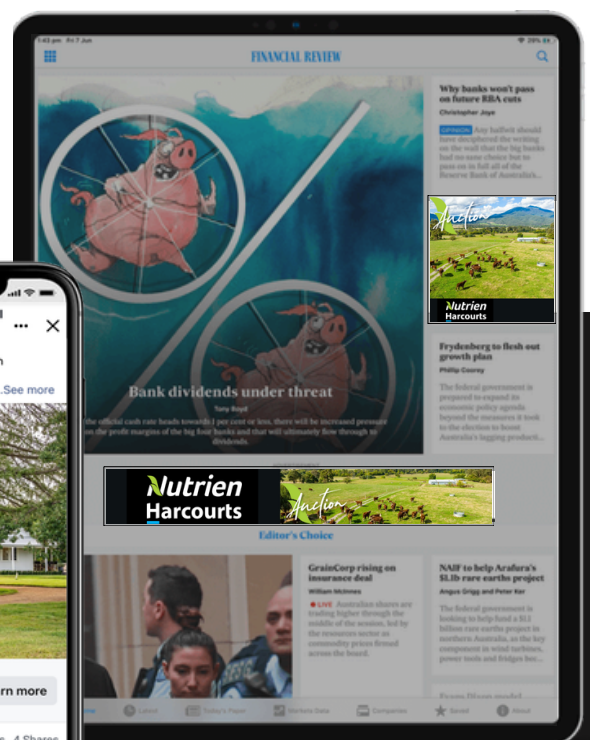
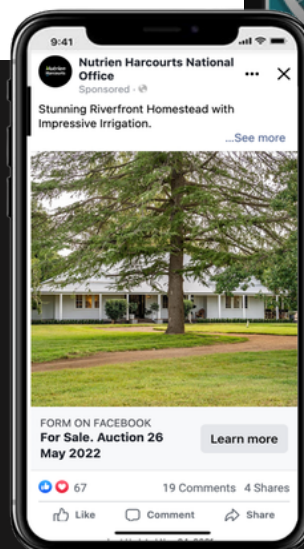
- Engaging & attractive digital ad design
- Hyper audience targeting ad technology
- Facebook lead-generation ads including mobile
- Google social display ads including mobile
- Advanced ad retargeting technology

With 91% of Asutralians using the Internet and spending 4+ hours online every day.

Digital is an essential part of your property marketing campaign.



265%  
MORE LEADS  
THAN  
PROPERTY  
PORTALS



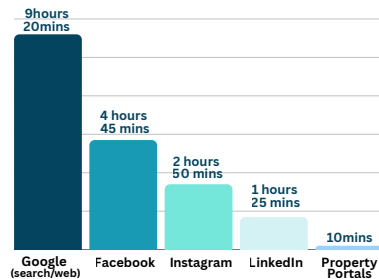
# Nutrien Harcourts Digital Packages

## META ADS (Facebook + Instagram)

The average Australian spends 7 hours and 45 mins a week on Social Media.

Social media advertising is a much more effective way to nurture leads and transform prospective buyers into sales. This is because social media allows you to engage and interact with potential buyers, unlike any other advertising platform.

Driving greater awareness of your Property and more leads and traffic to your Property URL. Using Lead-Generation ad campaigns and powerful ad targeting and re-targeting, achieving excellent engagement and reach more of the right people.



## GOOGLE SOCIAL DISPLAY ADS

We see Display ads every time we surf the web, across many different sites such as Weather, email, sport, news, agriculture. Display reaches potential buyers across the most visited websites throughout the day, when they are most likely to engage.

Engage different types of audiences, using hyper targeting based; behavior, location and online interests, geo-targeting, keyword search, re-targeting, geo-fencing and category targeting.

## EQUINE AUDIENCE TARGETING

Nutrien Harcourts Digital campaigns utilise a specialised Equine audience to ensure properties are seen by genuinely relevant buyers. Our database includes 1,500+ industry contacts across breeders, competitors, trainers, agistment providers and lifestyle horse owners, supported by behavioural targeting and property search data to maximise reach and relevance.

## TARGETING + RETARGETING

Advanced targeting matched to your property and area means Nutrien Harcourts Digital packages find more prospective buyers online.

Retargeting ad technology keeps your property in front of potentially interested buyers more often to drive engagement further.

## MOVING BEYOND TRADITIONAL PROPERTY WEBSITES

Nutrien Harcourts Digital finds both passive and active buyers who may not be on the traditional property websites.

The average Australian spends 7 hours and 45 mins a week on Social Media. They spend less than 10mins a week on the property portals. Support your portal listing by placing your property where people spend 98% of their time

	Price incl. GST	Meta Lead Ads	Google Display Ads	Retargeting Social + Display	Ad Campaign Length	*Typical Ad Performance
Equine Digital <b>Starter Package</b> Local Market	\$880	✓	✓	✓	14 days	20k-40k ads 450-550 clicks 12 leads
Equine Digital <b>Premium Package</b> Local Market+	\$1320	✓	✓	✓	14 days	35k-60k ads 800-900 clicks 18 leads
Equine Digital <b>Premium Extend</b> State, Regional	\$1940	✓	✓	✓	21-28 days (selectable)	60k-80k ads 1000-1200 clicks 35 leads
Equine Digital <b>*Elite Package</b> National, International	\$3280+	✓	✓	✓	21-28 days (selectable)	150k-200k ads 1600-1900 clicks 45 leads

\* ELITE PACKAGE Bespoke Campaign: Extend your campaign with greater reach including International & Interstate targeting. Pricing and targeting tailored to Property requirements.  
\* Note that number of ads and clicks is highly variable and depends on the property type, geographic area and other factors like seasonality

Instagram facebook + Google

# Nutrien **Harcourts** Equine Packages



Horse Deals rapidly evolved into the industry leader and remains Australia's only monthly equine magazine and highest-ranking equestrian website. The much loved monthly magazine and high traffic website provides an unparalleled experience for the equestrian enthusiast. Delivering Australia's largest equestrian audience, Horse Deals provides your Property a perfect platform to reach this engaged and passionate market of horse-lovers.



**50,000**

per month magazine readership.



**150,000+**

average monthly website users.



**3 million+**

website pageviews per month.



**160,000+**

social media followers.



Magazine available through **2,000** stockists Australia-wide.



**9,000+**

average daily website users.



**13,000+**

email newsletter subscribers.



**150,000+**

average monthly social media reach.



**PLATINUM PACKAGE**

**\$2,723** excl GST

**'PROPERTY OF THE MONTH' Exclusive Feature**

*\*start of section, only one available per issue*

Double page advert

Online Real Estate listing featured & super-sized for 90 days

Ad banner with 50,000 impressions

3x social media promotions

## ADVERTISING PACKAGES

**Double Page Advert**

Online Real Estate listing

Featured & super-sized for 60 days

Ad banner with 30,000 impressions

2x social media promotions

**GOLD PACKAGE**

**\$2,446** excl GST



**SILVER PACKAGE**

**\$1,336** excl GST

**Full Page Advert**

Online Real Estate listing

Featured & super-sized for 30 days

Ad banner with 20,000 impressions

1x social media promotion

**Half Page Advert**

Online Real Estate listing

Featured for 30 days

Ad banner with 15,000 impressions

**BRONZE PACKAGE**

**\$891** excl GST

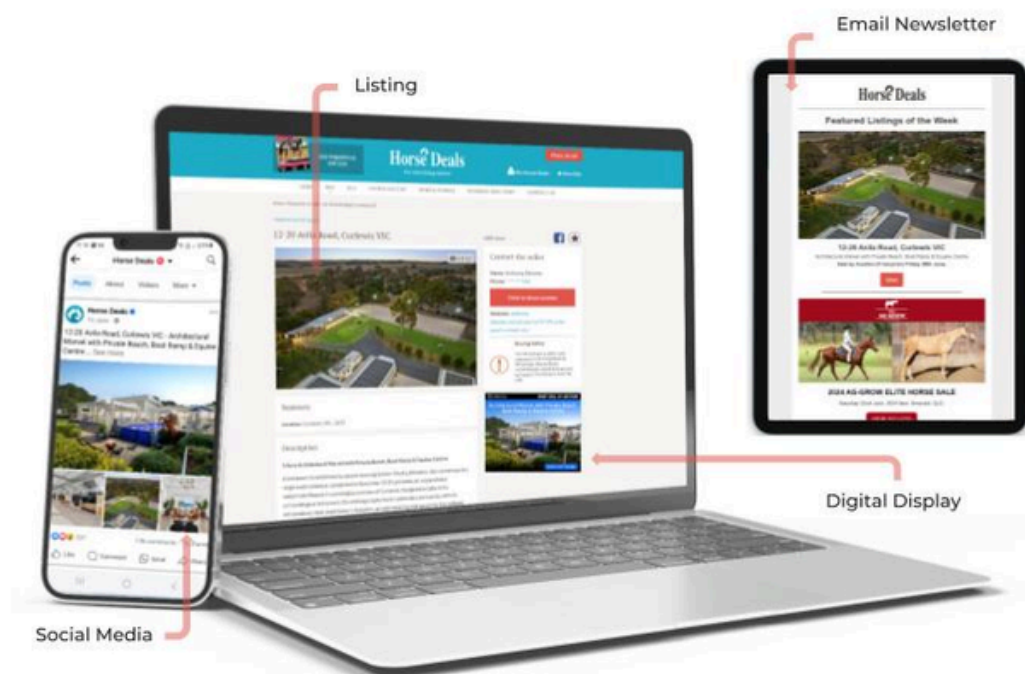


All advertising packages include a listing and ad banner on [www.horsedeals.com.au](http://www.horsedeals.com.au)



# Nutrien Harcourts Digital Packages

Horse Deals Premium Online Property packages provide the opportunity to reach a highly engaged Equine audience across multi-platforms. We can launch your Equine campaign immediately, with leads instantly sent to your inbox.



## Premium Online Property Package Inclusions

Online Listing	150,000 monthly users
Supersized Listing - 28 Days	150,000 monthly users
Featured Listing - 28 Days	Property at top of listings page
Social media post	160,000 Social Followers
Email Newsletter	13,000 Subscribers
50,000 Digital Display impressions	150,000 monthly users



Total Value (excl. GST)	\$1,848
<b>Total Investment (excl. GST)</b>	<b>\$978</b>

## Recent Campaign Delivery

\*Delivery results will change depending upon the property, and provide an example of a recent property campaign

### WEBSITE LISTING

4,216 Views  
21 Phone Revelations  
5 Shortlistings

### EMAIL NEWSLETTER

2,056 Opens  
75 Clicks on Listing

### SOCIAL POST

77,807 Reach  
471 Likes/Comments  
1,519 Clicks on Listing Link

### DISPLAY ADS

98,886 display impressions  
91 Clicks on Listing Link

**\*1,711 Clicks to the Website Listing for more information**



# Nutrien Harcourts Radio Packages

Reach a highly targeted Equine and Racing audience across the premier Radio stations RSN and SKY Racing. Your Property radio commercials will be placed across both stations, at high frequency levels in key programming to drive interest directly to your property listing.

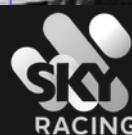
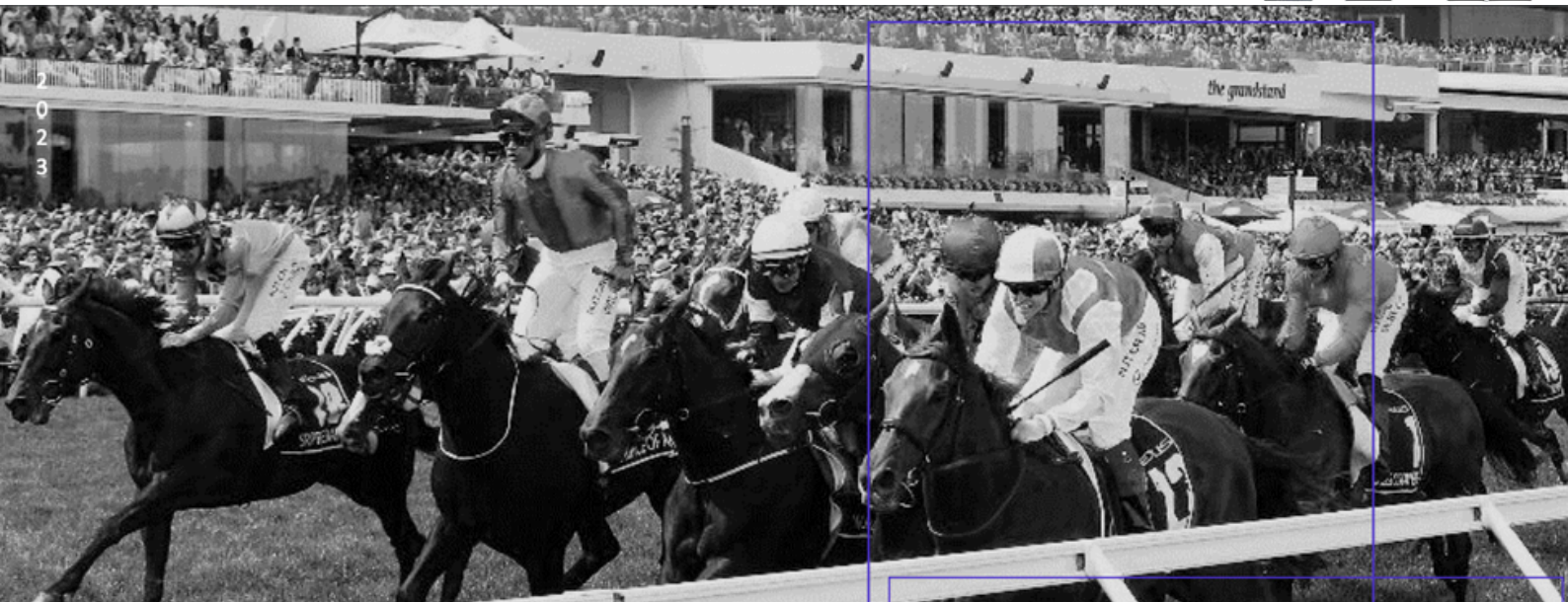
Your Property radio commercials will be placed in well-known programming, alongside highly respected media personal and race callers. Depending upon your budget, your property commercial can be voiced by talent such as Dan Mielicki, and incorporate added benefits such as sponsorships of high rating programmes.

## RADIO MARKETING CAMPAIGN

A highly targeted schedule across the week incorporating RSN's & SKY Racing's highest reaching programming, strategically placed for your property messaging:

- Cracking the Code with Dan Mielicki (harness), Matt Stewart (thoroughbreds) and Simone Fisher (greyhounds)
- Racing Pulse with Michael Felgate – Mon to Fri 8.30 -11.30am
- BIG V Racing with Matt Stewart & Matt Nevitt - Mon to Fri 11.30am – 1.00pm
- The First Word with Warren Huntly & Matt Nevitt – 7.00 – 8.00am
- Turf Talk with Warren Huntly & David Gately – Sat 9.00 – 10.00am
- Guaranteed Bonus Schedule (Mon-Sun 6.00am-8.00pm)
- Podcast Pre-Roll, with Podcast averaging 650 downloads per week
- 10sec Sponsorship credits on specific programmes throughout the week
- Production of a 15sec radio commercial, scripted specifically for your Property campaign

RADIO	15-sec commercials	Campaign Duration	Price excl. GST
Radio RSN	90 x 15sec commercials	3-weeks	\$2,500 + GST
SKY Racing	90 x 15sec commercials	3-weeks	\$2,500 + GST
<b>TOTAL</b>	<b>180 x 15sec commercials</b>	<b>3-weeks</b>	<b>\$5,000 + GST</b>



SKY1 SKY2



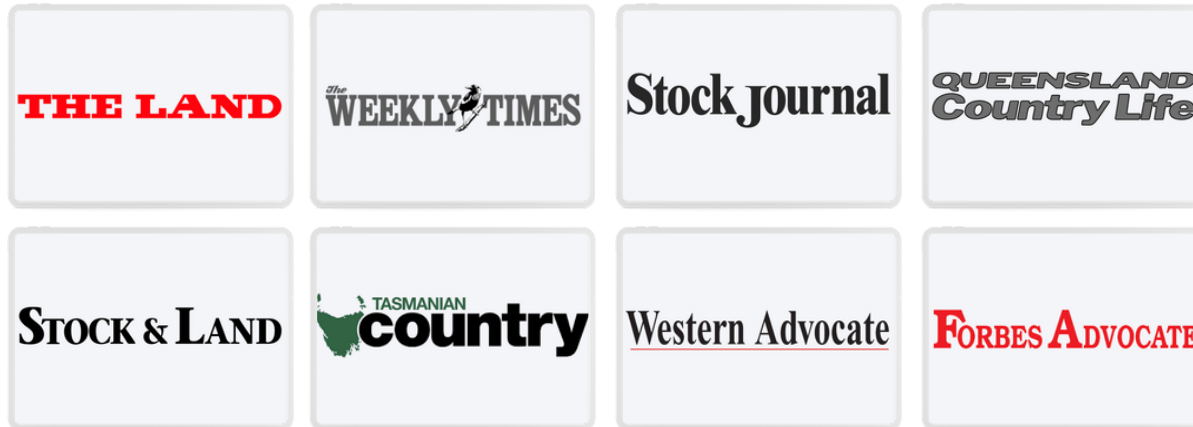
**RSN**  
Racing & Sport 927 AM

# Nutrien Harcourts Equine Packages

To further promote your Equine Property, we have a wide selection of Print titles that reach an Agricultural reader, Equine reader or a High Net Worth metro reader with an interest in Equine Properties.

## Reaching the Agricultural, Regional and Rural Audience

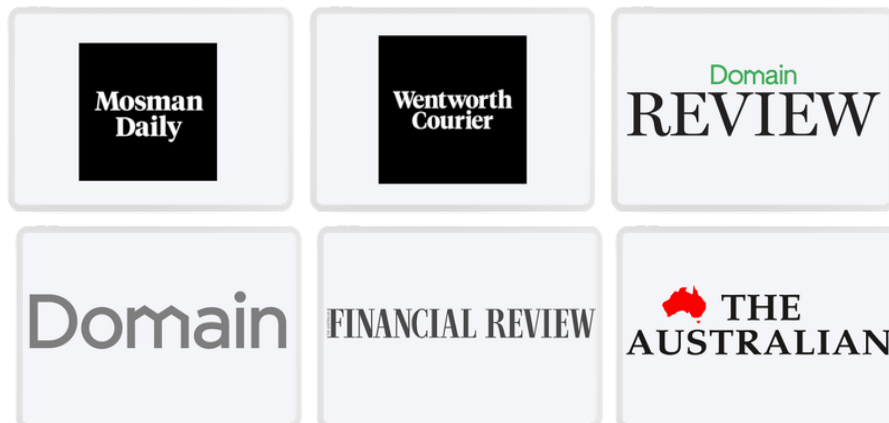
\*Many other titles available on request relevant to property location



## Reaching the Equine Audience



## Reaching the Metro reader interested in Equine Properties



# Nutrien Harcourts Equine Packages

Inside Racing Magazine reaches an exclusive circulation of racehorse trainers, breeders, owners, jockeys, media, and racing administrators. This high-quality publication offers a comprehensive insight into the horses, people, issues, and major events in the Victorian Thoroughbred Racing industry. Inside Racing also appeals to anyone with an interest in racing on any level. It features leading writers looking behind the scenes and embracing the excitement, passion, and history of the Victorian racing industry.

## Distribution 5,000+ recipients monthly :

Directly mailed to

Trainers – all Victorian trainers & Leading interstate trainers, Breeders, Owners, Stud Farms, Jockeys and jockeys' agents, media, Racing clubs and organisations, Airline lounges.

In addition, sold in Newsagents and by subscription.

## Booking & Artwork Deadlines

Publication	Booking	Artwork	In Letterboxes
January 24	5 Dec	8 Dec	29 Dec
February 24	22 Dec	5 Jan	29 Jan
March 24	6 Feb	9 Feb	28 Feb
April 24	5 Mar	8 Mar	28 Mar
May 24	2 Apr	5 Apr	26 Apr
June 24	30 Apr	3 May	30 May
July 24	3 Jun	6 Jun	28 Jun
August 24	8 Jul	11 Jul	26 Jul
September 24	5 Aug	8 Aug	30 Aug
October 24	2 Sep	5 Sep	27 Sep
November 24	7 Oct	10 Oct	31 Oct
December 24	4 Nov	7 Nov	29 Nov
<b>Inside Breeding 2024</b>	12 Jun	28 Jun	

## Pricing:

1/4 page colour \$550 ex GST

1/2 page colour \$1090 ex GST

Full page colour \$2056 ex GST

