

MEDIA KIT 2025/2026  
**SHOW/CIRCUIT**

New Zealand's Ultimate Equestrian  
**Digital Magazine**







## ABOUT US

Welcome to Show Circuit, the New Zealand equestrian market's most practical, valuable, and stylish magazine.

Since our successful debut in 2009, Show Circuit has continually established itself as the benchmark in equestrian publications. We cater to the unwavering horse enthusiast, presenting a wealth of inspiration for both riders and equine enthusiasts. Our magazine offers invaluable training insights, a thoughtfully curated retail section for a premium equestrian shopping experience, and heightened visibility for products that capture our readers' attention.

What truly distinguishes us in the New Zealand market is our unique fusion of distinctive features, regular segments, and

AN  
EXCEPTIONAL GUIDE  
FOR

Dressage, Showing,  
Show Jumping,  
Show Hunter &  
Equestrian Lifestyle

our captivating design. Show Circuit stands out as your ultimate source for all things equestrian, striking the perfect equilibrium between style and substance.



# DEMOGRAPHICS

**14-55**  
MEDIAN AGE

**MAGAZINE READERSHIP - 91,000!**  
**SOCIAL MEDIA PLATFORMS - 95,000!**  
**- THE BREAKDOWN -**

- 63% Involved in equestrian competition.
- 55% Follow international equestrian events
- 41% Interested in breeding and or follow breeding programmes or bloodlines.
- 85% Want to be at the top of the equestrian discipline they compete in.
- 89% Horses needs are more important than their own
- 92% Own small pets, such as dogs and cats
- 96% Use social media
- 98% Live rurally or on a farm
- 75% Own more than one vehicle
- 55% Spend more than \$14000 on equine related items per year

**\$160,000**  
AVERAGE JOINT INCOME

**\$100,000**  
AVERAGE SINGLE INCOME

**72%**  
OWN AN AVERAGE OF THREE HORSES OR MORE

**65%**  
OWN THEIR OWN FARM

**89%**  
FEMALE



MAGAZINE READER GENDER



**11%**  
MEN



91,000  
followers



4435  
followers

Equestrian riders and enthusiasts represent an ideal demographic for businesses seeking to reach an educated consumer base with significant purchasing capacity and discretionary income. The majority of our readers highly value credible advertisements and informative editorial content when making decisions. Our target audience comprises individuals who are proactive and readily motivated, particularly when the subject aligns with their passion.

# SHOW/CIRCUIT

## RATES

Rates are exclusive of GST and are \$NZD	1 x	3 x	6 x
DOUBLE PAGE	\$3000.00	\$2700.00	\$2500.00
FULL PAGE	\$1500.00	\$1200.00	\$1000.00
HALF PAGE	\$ 750.00	\$ 600.00	\$ 500.00

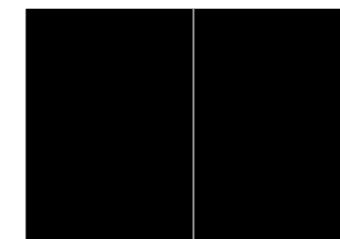
## DEADLINES

ISSUE	MATERIAL DUE	PUBLISH-DATE
FEB/MAR 2025	20 <sup>th</sup> January	30 <sup>th</sup> January
APR/MAY 2025	20 <sup>th</sup> March	30 <sup>th</sup> March
JUN/JUL 2025	20 <sup>th</sup> May	30 <sup>th</sup> May
AUG/SEPT 2025	20 <sup>th</sup> July	30 <sup>th</sup> July
OCT/NOV 2025	20 <sup>th</sup> September	30 <sup>th</sup> September
DEC 25/JAN 26	20 <sup>th</sup> November	30 <sup>th</sup> November

**We do not have booking deadlines, as the magazine sells out well in advance. Use the previous issue material deadline as the booking date.**



## SPECIFICATIONS



**Double page spread**  
310 x 464 mm  
Supply as single full pages.



**Full page**  
306 x 230 mm



**Half page horizontal**  
133 x 200 mm

Size	Image area (HxW)	Trim size (HxW)
DPS	Supply as single full pages	300 x 227 mm (each)
Full page	270 x 200 mm unless bled to edges	300 x 227 mm
Half page horizontal	N/A	Floating ad



## TERMS & CONDITIONS

These conditions are deemed part of the contract issued by Waiata Publishing Ltd.

### CONTRACT ADVERTISING

Series bookings apply to a specific volume of space which is contracted by the advertiser for a specific period. In cases where the actual space taken for the period falls below the contract volume, the publisher will surcharge all space taken to the rate appropriate to the volume of space used.

### POSTPONEMENT OR CANCELLATION OF ADVERTISING

This cannot be effected after 5pm on the last day of the month, two months prior to the publication date.

### MATERIAL

A - All advertising material shall be delivered to the publisher without expense to the publisher  
B - Where new copy or instructions to repeat have not been received from a contract advertiser by copy deadline date, the publisher reserves the right to repeat any previously run copy, or to compose or enter substitute copy at the publisher's absolute discretion and charge full rates plus production  
C - Advertisement material is held at the advertiser's risk and is not insured by the publisher. Material will only be returned on request and any material unused for 24 months will be destroyed.

### RATE PROTECTION

Should advertising rates change, advertisers on a current contract with Waiata Publishing Ltd will be given rate protection (i.e. charged at 'old' rates) - for only two consecutive issues in the case of monthly titles, and for one issue in the case of all less-frequently published titles - from and including the issue at which any new rate increase takes effect.

### TERMS

Accounts for advertising space and production are due for payment within 20 days following invoice. Advertisers and their advertising agencies are jointly and severally liable for payments due under any contract. Any costs, fees, legal expenses or commissions incurred in obtaining payment are to be charged to the client's account.  
If you use our FREE OF CHARGE creative and design services for the production of your artwork/advertisement, you acknowledge that you shall require our written permission/consent to use such advertisements for any other purposes including publication in other digital or printed magazines, social media or other websites.

### TAX AND LEVIES

Any Government or industry taxes and/or levies are additional to the current rates structure shown on the rate card. GST (currently 15%) is payable on all payments from a New Zealand source and on such overseas advertising as may from time to time be deemed liable by the Inland Revenue Department. International listed companies/advertisers are currently GST exempt.

### GENERAL

A - The publisher (Waiata Publishing Ltd/Show Circuit Magazine) reserves the right to decline the insertion of any advertisement  
B - The placement of an advertisement is at the publisher's discretion - except where a preferred position loading has been paid  
C - Casual displacement, rejection or omission of an advertisement does not invalidate a space order  
D - While every care is exercised, the publisher will not accept liability for any loss whatsoever incurred through error either in the content of an advertisement, or the incorrect appearance of an advertisement



## TESTIMONIALS

"We have been advertising in Show Circuit Magazine since its inception, nine years ago. We have watched the magazine grow and have been pleased with the feedback we have received from the marketplace with regards to its popularity.

We believe the success story behind the results we see as an advertiser is that the magazine stays close to our company and is always looking at ways to add value to our advertising dollar.

We certainly believe advertising in Show Circuit magazine represents excellent value for money."

*David Jones-Parry - General Manager  
Weatherbeeta NZ*

"We consider Show Circuit to be a quality publication. Their team ensures that Dunstan's print advertising always looks its best. Show Circuit provides Dunstan with a great vehicle to communicate with its target audience, and the Show Circuit team are a pleasure to work with, making doing business with them very easy!"

*Gretel Webber  
Equine Nutritionist - Marketing  
Dunstan Horsefeeds*

"Zilco NZ Ltd has been a regular advertiser in Show Circuit since the very first publication in October 2009. We have done so as its readership consists of a very broad range of demographics which reflects a greater portion of our company's target market.  
Zilco NZ Ltd has found the management of Show Circuit to be very professional and a pleasure to work with. The high-quality imagery and presentation of the magazine makes it an ideal medium in which to advertise and the cost represents excellent value."

*Robert Kofoed  
Sales & Marketing Manager  
Zilco NZ Ltd*

"Working with the advertising team at Show Circuit Magazine has always been seamless. They keep are efficient and always has our brand's best interest in mind. The added value for the Maddox Equestrian brand is always on point."

*Bryn & Phil Maddox - Maddox Equestrian*

"As the current Marketing Manager for Virbac New Zealand and the former Sales Manager for Interpath NZ, Senior Product Manager for Merial New Zealand (now Boehringer Ingelheim NZ), I have placed advertising with Show Circuit magazine since its inception in 2009. I recommend advertising in this publication. It's cost-effectiveness, together with excellent consumer inquiry following advertising has been rewarding.

We find Show Circuit the best effective footprint within the equestrian print media market."

*Julie Butson -Marketing Manager  
Virbac New Zealand*

"Fiber Fresh have advertised with Show Circuit magazine right from the very start. We have developed a wonderful partnership and love what Show Circuit brings to the equestrian community.

The Show Circuit team are highly professional and produce a magazine we are proud to participate in. The brand fit for Fiber Fresh is perfect and the results speak for themselves."

*Kelly Stewart - Former Fibre Fresh  
Group Marketing Manager*

"Stirrups Equestrian has been advertising with Show Circuit Magazine in every addition since its very first issue. We are delighted with how our business is portrayed via our beautifully constructed visual advertisements designed by Show Circuit in-house.

The magazine is sophisticated and provides a well needed positive voice in the equestrian world.

We are impressed and very content with the speed and symmetry of our dealings with the Show Circuit team."

*Helen Walker - Director  
Stirrups Equestrian NZ*





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