



2023 Media Kit



About the ABCRA

Formed in 1946

Today, 76 years since our inception in 1946, the Australian Bushmen's Campdraft & Rodeo Association (ABCRA) is Australia's largest and most diverse equine peak body. Boasting a growing membership of more than 6,500 Members, and affiliating over 270 Committees Australia wide, the ABCRA is proud of our Affiliates who conduct in excess of 550 events annually, attracting thousands of competitors and fans alike. As our Association continues to evolve, we affiliate a wide range of equine sports and disciplines including:

Rodeo

Campdraft

Team Sorting

Challenges

Team Penning

Clinics

Training Days

Gymkhana/Sporting Events

Jackpot Timed Events

The ABCRA strives to be the leading organisation for campdrafting, rodeo and other sports involving horsemanship in Australia and it has a rich history founded on the principles of tradition, pride and spirit. The Association has grown to be Australia's only and largest organisation administering the sports of campdrafting and rodeo under one entity and now affiliates events all over Australia including Western Australia and Northern Territory, this as a result has seen a 25% growth in the association in 2022 alone!

When advertising with the ABCRA you will be connecting your business, product or service with our thousands of Members, Committees and fans Australia-wide, across multiple equine disciplines to ensure you are maximising audience engagement.





Advertising With the ABCRA

Get the best value for money and advertise your product, service, or business with the Australian Bushmen's Campdraft and Rodeo Association

Are you looking for cost effective, efficient advertising opportunities for your business, service or product? The ABCRA will maximise your advertising budget while reaching thousands of horse industry owners, breeders, professionals, competitors and fans.

The ABCRA Magazine

Our monthly magazine is prepared and published by leading industry professionals with many years experience to ensure your product or service is presented in the most eye catching and professional way.

The magazine is comprised of competition news and results, feature articles, special interest stories on the people in our sports and industry and much more.

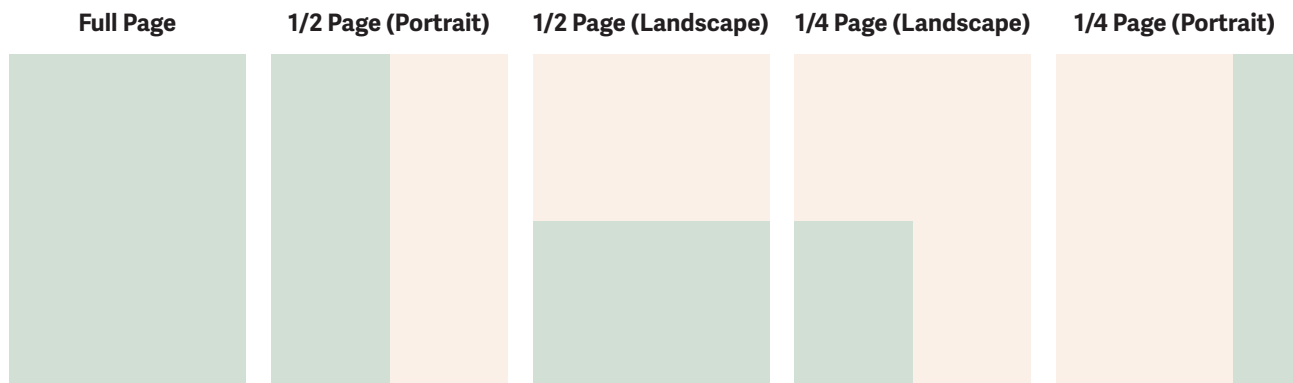
Our magazine is distributed to our Members and Committees across Australia and is available for purchase.

Our magazine is printed in full colour and we offer different size advertisements to suit your needs and budget.



Rates and Specifications

Ad Type	Size (WxH mm)	Bleed (mm)	Price per Issue
Full Page	210x 297mm	5mm	\$580.00
Back Cover	210 x 297 mm	5mm	\$880.00
1/2 Page Portrait	94 x 277 mm	N/A	\$320.00
1/2 Page Landscape	190 x 137mm	N/A	\$320.00
1/4 Page Portrait	94 x 137 mm	N/A	\$160.00
1/4 Page Landscape	190 x 70 mm	N/A	\$160.00
1/8 Page	94 x 67 mm	N/A	\$90.00
1/16 Page	190 x 70 mm	N/A	\$50.00





2,800+

followers, plus an average reach of 7,915 users p/m



2,300+

followers plus an average reach of 51,510 users p/m



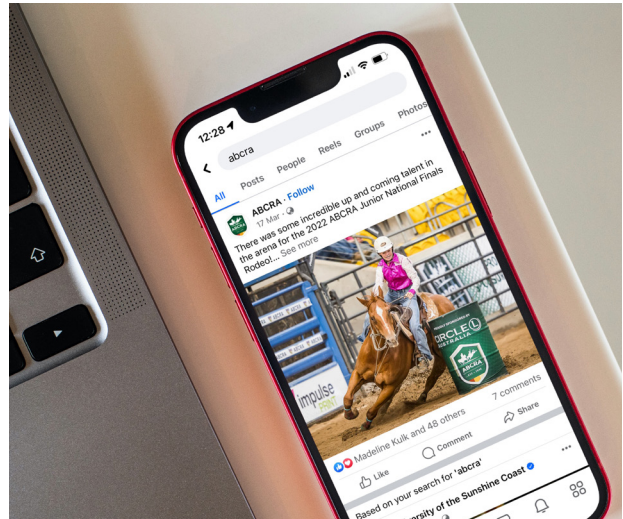
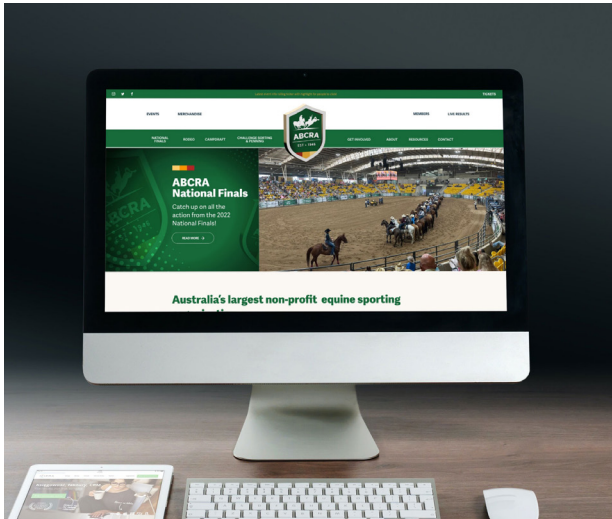
1,000+

followers



16K+

Website visits per month



Social Media

Social media advertising is a low cost, effective marketing strategy to promote any business, product or service to a large audience.

The ABCRA's Social Media following is rapidly growing, currently with more than 30,000 followers across Facebook, Instagram and now TikTok.

Our social media pages are frequently updated with new and exciting content to ensure our current followers are kept engaged while attracting new followers each day.

Posts will be published on the ABCRA Facebook & Instagram pages. Posts can include 1 or more images, videos, and links.

Rates

No. of Posts	Price (inc GST)
1	\$150.00
3	\$300.00
6	\$1000.00

Website

The ABCRA website engages more than 16,000 visitors monthly. Our website is where both competitors and fans can visit to receive all of the latest news and updates from the ABCRA.

Rates

Ad Duration	Price (inc GST)
1 Month	\$150.00
3 Months	\$300.00
6 Months	\$1000.00





Get In Contact

And Secure Your advertising today!

Package our advertising opportunities & SAVE! Combine magazine, website & social media advertising options to suit your business or product needs.

Jasmine Shumack

Magazine

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