

2023 Stallion Media Kit



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, and 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.

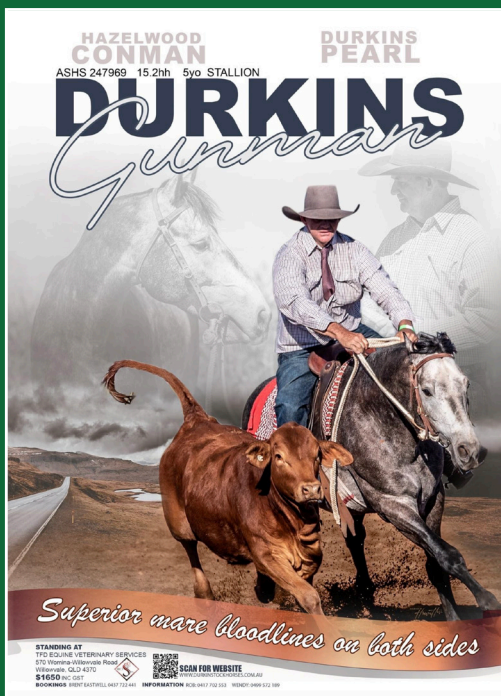




Advertising Options

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.



Option One

VALUE \$5,000 - COST \$3,300

Included Benefits

- Full page advertisement in 5 issues of the ABCRA Magazine - July, August, September, October, November.
- Facebook advertising each issue. Addition of your stallion to our website Stallion Directory.
- Stallion Feature - a curated 800 word biography of your stallion to fill 1 page. You choose the issue.

Option Two

VALUE \$4,600 - COST \$2,900

Included Benefits

- Full page advertisement in 5 issues of the ABCRA Magazine - July, August, September, October, November.
- Facebook advertising each issue.
- Addition of your stallion to our website Stallion Directory.

Option Three

VALUE \$3,040 - COST \$1,740

Included Benefits

- Full page advertisement in 3 issues of the ABCRA Magazine - July, September and November.
- Facebook advertising for each issue.
- Addition of your stallion to our website Stallion Directory.

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.

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.

Our specialised Stallion Directory is where breeders and owners can gather to find information about our industry leading sires including contact information, chute fees, etc.

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 10,000 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.





Get In Contact

And Secure Your advertising today!

Jasmine Shumack

Magazine

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