



FEI WORLD
EQUESTRIAN GAMES™

THE WORLD EQUESTRIAN GAMES ON HORSE & COUNTRY TV

A unique media opportunity to advertise in H&C's exclusive and extensive coverage of the world's leading equestrian championships.



The World Equestrian Games (WEG) are taking place in Tryon, North Carolina from the 11th - 23rd September 2018. It's the biggest event in the sporting calendar featuring riders from 60 nations competing across eight disciplines for 177 medals. WEG is a must view for every equestrian sports fan and, this year, H&C will be showing a record 21 hours of dedicated coverage. It's a unique opportunity for brands to reach H&C's passionate, engaged audience of horse lovers in a premium programme environment.

THE PROGRAMMES

The Run-Up

In the two weeks before the event we're showing *The Road to WEG*: Four half-hour programmes featuring competitor interviews, discipline explainers and archive footage. The perfect scene-setter to whet your appetite for what's to come.

During the Event

For the first time ever, viewers will have the chance to watch a daily highlights show on H&C of the previous day's action across all disciplines. A total of 11 one-hour programmes broadcast during the event and sure to raise WEG's profile to new heights.

Post event

An extensive highlights package recapping the highs and lows of every event. Six one-hour programmes featuring the Olympic disciplines (three for Dressage, two for Showjumping and one for Eventing). And a further five half-hours, one for each of Para-Dressage, Reining, Vaulting, Endurance and Driving.

Altogether that's 21.5 hours of world-class equestrian sport. And with multiple transmissions of each show, a unique opportunity to showcase your brand in a premium environment at high frequency.

THE PACKAGE

H&C will be showing the Run-Up and Post Event programmes a minimum of twelve times each to ensure maximum opportunity for our viewers to see the shows and ensure they achieve the widest possible reach. And we'll be scheduling each of the daily highlights programmes to run four times across the day (9am, 1pm, 5pm and 9pm).

The advertising package comprises two spots in every one-hour show, and one spot in the centre-break of every half-hour show. That's a grand total of 340 spots.

The investment for this unique opportunity is just **£4,950 + VAT**. Pricing is based on a 30" time length but we can accept any length of commercial. Pricing for other durations is pro-rata to the 30" rate.

DISTRIBUTION

With our recent launch on Virgin, H&C can now be viewed in over 14m homes across the UK and ROI. Your spot will be seen on all of these platforms by the biggest equestrian audience in the UK.



DIGITAL ACTIVATION

Throughout WEG, we'll be producing daily short-form video clips of the latest action. These will be hosted on a mini-site and heavily promoted on our homepage and through our social channels. The mini-site will feature branding from all of our advertising partners linking directly through to your own site or advert.

INTERNATIONAL MARKETS

Don't forget, we run localised versions of H&C in all of these markets. And we're running the same extensive WEG programming in all of them. So if you'd like to reach H&C's international audience, call your Sales Manager.



GET IN TOUCH!

To find out more about our exclusive WEG offer and how H&C can help build your brand, contact Richard or Mary. We look forward to hearing from you.

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