



## About Hoefnet

Hoefnet provides the carriage driving enthusiast with the latest news, videos, and an extensive photo album of both indoor and outdoor competitions. A full FEI calendar and a comprehensive results page covers the outcome of not only local training competitions but also national and international driving events and World Championships; often published via live scoring.

Hoefnet was founded in 1996 and since then has become one of the leading carriage driving websites worldwide. With over 133.000 users per month, Hoefnet is one of the most popular horse-sport websites world-wide.

Hoefnet publishes news about drivers and driving events worldwide and is available in English, German, Dutch and Hungarian. The amount of traffic directed to your site via Hoefnet can easily be tracked with the use of Google Analytics.

## Target

Hoefnet.com is the information source for the carriage driving world. Not only competitors, but also grooms, officials, organizers, National Federations and fans of the sport regularly visit Hoefnet.

## Facebook & Instagram

Hoefnet's Facebook page has more than 14.300 followers and that number continues to grow. Facebook followers are directed to the Hoefnet website via photos and news articles (in Dutch and English) posted on the platform.

In addition to Facebook, Hoefnet has also expanded their social media presence to Instagram. Here Hoefnet can give a glimpse behind the scenes at competitions, as well as posting updates of future activities. Via Instagram we are able to reach visitors who may not be active on Facebook.

Both the Facebook and Instagram accounts can be used for your promotion. This can be included in your advertising proposal upon discussion.

### Editor

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## The power of Hoefnet

The power of Hoefnet is in its active involvement and passion for the sport of carriage driving. The always up-to-date news, is presented to you in an objective and informative way.

Hoefnet has a presence at a large number of driving competitions in the Netherlands and abroad, including European- and World Championships. This allows us to continually provide our driving fans with the latest news, results, videos and photos.

## Slide banner homepage

**Size WxH: 1200 x 350 pixels, jpg**

This is an excellent option for those wishing to bring extra attention to an activity or event. The banner is linked to your website and is visible on both the desktop and mobile versions of the website.

## Spotlight

This option brings into focus a product, event or activity; for example, an open house you wish to advertise directly to the Hoefnet visitors. Spotlight is a prominent news article on the homepage as well as a space on the right hand sidebar of the other Hoefnet pages for an image, text and links to be placed.

## Banner carrousel

**Size WxH: 600 x 400 pixels, jpg**

The banners are shown on the homepage, as well as all other pages. The banner or logo will be linked to your website.

All banners also appear on the mobile version!

[www.hoefnet.com](http://www.hoefnet.com)

## Spotlight

**Max. 1 week, price per day**

1 language	€ 46,50
2 languages	€ 54,25
3 languages	€ 59,50
4 languages	€ 65,75

If confirmed in advance a Spotlight can be extended with new news items at a discount of 10%.

## Banner carrousel

	1 week	1 month	quarterly	1 year
1 language	€ 63,25	€ 178,50	€ 514,25	€ 1.881,00
2 languages	€ 105,50	€ 222,25	€ 643,50	€ 2.359,00
3 languages	€ 132,00	€ 250,25	€ 720,50	€ 2.596,00
4 languages	€ 156,75	€ 275,00	€ 797,50	€ 2.843,00
		<i>Incl. 1 free news item</i>	<i>incl. 3 free news items</i>	<i>incl. 12 free news items</i>

## Slide banner

	1 week	2 weeks price p.w.	1 month
1 language	€ 214,50	€ 200,75	€ 816,75
2 languages	€ 280,50	€ 258,50	€ 1.067,00
3 languages	€ 308,00	€ 286,00	€ 1.215,50
4 languages	€ 338,25	€ 313,50	€ 1.336,50

## Advertising within your budget?

We would love to discuss your options for customized advertising! Due to the close partnership with MenSport and Showpaard magazine, it is possible to combine an advertisement on Hoefnet with an advertisement in MenSport or Showpaard as well. Please contact Petra: +31 (0) 633 562373 or [petra@hoefnet.nl](mailto:petra@hoefnet.nl).