

## Appendix 10- 1 Print Long List Collected Print titles available in Germany

Name	Focus	Target	Area
<b>From IVW.de national</b>			
Cavallo	All disciplines	all riders-leisure orientated	National
St.Georg	Sports, leisure	Sports	National
Dressur Studien	Dressage	dressage riders	National
Mein Pferd	All disciplines	all riders-leisure orientated	National
Pferdebörse	All disciplines	Information (about) horse sales	National
Pferdemarkt	All disciplines	Horse sales, articles	National
Der Trakehner	Breeding+sport	Specialized mag on trakehner	National
Reiter Revue International	Sports, leisure	Sports	National
<b>From IVW.de regional</b>			
Reiter und Pferde in Westfalen	Sports, leisure	ppl interested in equestrian sport i n Westphalia	National/regional/westphalia
Reitsport-Magazin	Sports, leisure	region Hannover, Weser-Ems Bremen	Regional/hannover/weser-ems/NS
Rheinlands Pferde und Reiter	Sports, leisure	ppl interested in equestrian sports in the NRW area	National/regional/rheinland
Reiter Prisma	Breeding+sport+Leisure	ppl interested in the regional equestrian sport	National/regional/rheinland-Pfals,LUX
Pferdeforum	Breeding+sport+Leisure	ppl interested in the Oldenburger horse	National
Pferd+Sport Schleswig Holstein	Breeding+sport	ppl interested in equestrian sport in Schleswig-H.	National/regional/schleswig holstein
Bayerns Pferde Zucht+Sport	Breeding+sport	ppl interested in bav equestrian sport	National/regional/Bavaria
Reiterjournal Baden-württemberg	Sports, leisure, breeding	For ppl interested in equestrian sport in Baden - Württemberg	Regional
Unser Pferd	breeding sport	For hessen	Regional/hessen
<b>Magazines unofficial numbers</b>			
<b>regional</b>			
Reiten und Züchten in Berlin, Brandenburg	Sports, leisure, breeding	For ppl interested in equestrian sport in Berlin Brandenburg	Regional
Der Hannoveraner	Sports, Breeding	For ppl interested in Hannoverian Horses	National
Pferdesport Bremen	Sport&Leisure	Ppl that have an interest in regional equestrian activities	Regional
Freizeit Reiter	leisure in NRW	events,tips,regional topics	regional/national
Pferde Sport und Freizeit	magazine for riding associations/for free		regional/bremen



Der Oldenburger Reitplatz	regional in lower saxony about riders and horses		regional/lower sax
Pferde in Bayern	regional , free, sales, tips		regional/bavaria
Pferde in Nordrhein-Westfalen	regional, free, classifieds, tips		regional/nrw
Pferde Rhein-Main	regional, free, classifieds, tips		regional/rhein-Main
Pferde Baden-Wüttemberg	regional, free, classifieds, tips		regional/B-W
Der kleine Georg	competition results for NS, SA		regional/NS-SA
Pferde Regional Bayern & Hessen	all diciplines,info about alternative disciplines		regional/Bvaria hessen
Pferde Regional BW			regional /BW
Pferde im Visier	leisure riders Hamburg, north lower saxony		regional
Franken Reiter	all diciplines		regional /BA-Franken
Die Pferderegion	leisure, tips and news	leisure	regional /sauerland, eifel
<i>leisure</i>			
Pegasus-Freizeit im Sattel	all disciplines	leisure	national
Die Reiterin	Woman from 20-50	lifestlye, for women, fashion	national
Pferdeanzeiger	Sales and Articles	Ppl that want to buy or sell a	national
Pferde fit&vital	Health	Health related topics	national

<i>Special Interest</i>			
Quarter Horse Journal	Western &leisure	Official magazine from several western associations	National
Starke Pferde	Cold Bloods	For ppl interested in cold blood horses	national
Araber weltweit	breeding, health, keeping	Arabian horses	national
Pace-das Polomagazin	Polo	information	national
Equus	Classical riding		
Western horse	Western	Information, association mag	national
Hestur abgesetzt	Icelandic horse	sports, breeding	Regional/north
EWU	Western,leisure	leisure,sports,breeding	national
Piaffe	Sports,dressage	dressage	national
isirider	Icelandic horse	sport, breeding	regional/bavaria
IPZV/das Islandpferd	Icelandic horse	Events, medicine,	national



<i>Sports</i>			
PferdeSport International	Information about Sport	Sports	national
PM-FN	Membermagazin	Sports	national
DAS Pferdema-gazin	Jumping Dressage	Sports	national
Pferde Saison	Sports	FN-information about events	national
<i>Children</i>			
Wendy	Children	Adventures on the horseback, lifestyle	National
Lissy	Children	Fun and animals, horses, comic	national
Pferde-Freunde fürs Leben	Children	about riding and horses	national
Jessy	Children	Lifestyle, horses,comic	national
Pferd&co	Children	horses, comic,	national
<i>Harness</i>			
Pferd und Wagen	Harness	information, news,all kinds	National
Der Kutschbock	Harness	sports, leisure	national
<i>Breeding</i>			
Pferd Zucht+ Haltung	Breeding	Sport horses	national
Züchterforum	Breeding	Breeding	national
Pferdefokus	forum for vets and breeders	breeding	national
<i>other</i>			
Mensch und Pferd	over hippo therapy		national
Tiergesundheit aktuell	magazine written by vets tips		national
Equitrends	retail magazine	information, news	national
Pferdebetrieb	magazine for stable owners		national
Der Tölter als Beilage zum Pferd+Sport			
Reitplatz	Leisure, baroque style riding,other alternative styles		national
Hamburger Derby Magazin	stories about the derby, portraits		regional/Hamburg



## Appendix 10-2 Print media short list- Print titles selected from long list

Key: v = ok; active community, news, ad display possible

O= no up-to date information, banner n.p. unfavourable placement, no active community

Print Short							publ. Int.	Webs.
Name	1/3 Ad 4-c	Per reader	Full page	Per reader	Sub %	Trend		
<i>Leisure</i>								
<b>Cavallo</b> circulation09: 74.685	2.150	0,028	6.500	0,087	40		mon	v
<b>Mein Pferd</b> circulation09: 35.005	1.200	0,034	3.532	0,1	24		mon.	v
<b>Pegasus (EU)</b> sold09: 43.426	1.394	0,032	3.779	0,087	31		mon.	v
<i>Sport/ambitious</i>								
<b>ReiterRevue</b> circulation09:31.022	1.954	0,044	5.873	0,12	56		mon	v
<b>St.Georg</b> circulation09:41.568	2.232	0,053	6.200	0,14	57		mon	v
<b>DAS Pferde Magazin</b> Circulation: 12.000	925	0,08	2.500	0,21	35		24x	o
<b>Pferdesport International</b> Circulation:20.000	1.000	0,05	3.000	0,15	34		24x	o
<b>PM by FN</b> circulation09:55.000	x		1.980/1.320	0,036/0,024	100		mon	v
<i>Breeding</i>								
<b>Züchterforum</b> circulation09:10.000	690	0,065	2.050	0,2	45		mon	v
<b>Pferde Zucht und Haltung</b> circulation09:24.000	702	0,029	2.106	0,08	100		2x	
<b>Der Trakehner</b> circulation09:5.006	613	0,12	3.670	0,73	99		mon	v
<b>Pferdeforum</b> circulation09:12.630	943	0,07	2.830	0,22	99		mon	v
<b>Der Hannoveraner</b> circulation09:19.277	960	0,05	2.880	0,152	100		mon	v
<i>special intrest</i>								
<b>Quarterhorse Journal</b> circulation09:26.000	488	0,018	1.464	0,05	53		mon	v
<b>IPZV</b> circulation09:18.500	435	0,025	980	0,05	100		mon	v
<b>Westernreiter</b> circulation09:5.500	190	0,034	460	0,08	76	ehermehr	mon	v
<b>Western Horse</b> 29:märz 0221-20464888 Circulation09:25.000	420	0,02	1.680	0,07	69		mon	o

<b>Piaffe</b>								
circulation09:1: 8.000	590	0,073	1.350	0,16	20	2x	o	
<b>Dressur Studien</b>								
circulation09:8.171	490	0,059	999	0,12	45	4x	o	
<i>Harness</i>								
<b>Pferd und Wagen</b>								
circulation09:11.510	1.190	0,1	3.569	0,31	88	6x	v	
<b>Der Kutschbock</b>								
circulation09:5.000	600	0,12	1.380	0,28	70	4x	o	
<i>Hippopress/regional</i>								
<b>Bayerns Pferde Zucht+Sport</b>								
circulation09:12.732	1.080	0,084	1.890	0,14	88	mon	v	
<b>Rheinlands Reiter-Pferde</b>								
circulation09:15.603	787	0,05	2.360	0,15	92	mon	v	
<b>Reiter und Pferde in Westfalen</b>								
circulation09:27.824	883	0,03	4.317	0,015	96	mon	o	
<b>Reitsport Magazin-raum Hannover</b>								
circulation09:10.057	1.024	0,1	3.072	0,3	75	mon	v	
<b>Reiterjournal B-W</b>								
circulation09:18.400	1.070	0,058	3.219	0,17	89	mon	v	
<b>Freizeitreiter NRW</b>								
circulation09:9.600	533	0,06	1.600	0,17	26	mon	v/o	
<b>Pferderegional BW</b>								
Circulation09:5.656	430 (1/2)	0,08	860	0,15		mon	o	
<b>Pferderegional BY</b>								
circulation09:4.000	430 (1/2)	0,11	860	0,22		mon	o	
<i>Health related</i>								
<b>Pferde fit&amp;vital</b>								
circulation09:57.000	1.048	0,02	3.144	0,05	19	2x	o	

## Appendix 10-3: Evaluation of the journal content from journals short list

Name	Training	%	Health	%	Sport	%	Robust	%	Dressur	%
Cavallo (170p) 3,90 (3/10)	26 4R	15	13/19	19( 7/11)		0	x	0	8t	5
Mein Pferd (98p) 2/10 3.00	14 4R	14	11/4						12t	
Pegasus 122p, 3,80 (2/09)	23 4R	18	7/4	9 (6/3)					9t	7
ReiterRevue (146p) 5€ (3/10)		0	2	1	22	15		0	4/4	2/2
St.Georg (146p) 4,90 (12/09)	16/6D.4R	10/4		0	4	3			8	5
Reitsport International (66p) 2,80 (7/10)		0	4	6	27	40		0	12	18
PM by FN (34p) - 3/10	2	6	0	0	8	23			x	
Züchterforum (80p) 5,10€ (1/10)		0	1	1	28 Br	35				
Der Hannoveraner (82p) - (3/10)	2	2	1	1	8 Br	9	1/16 pony Br	19		
Der Trakehner (66p) 5€ (3/10)		0	6 br/5/5	25(9/7/7)	10 Br/ 8	27(15/12)				
Pferde Zucht&Haltung (298p) (11,90€) 1/10		0	26/30Fe	18(8/10)						
Pferdeforum (96p) (5,80€) 10/09	2	2	4Fe/4	9(4/4)	14	15		0	2	2
Bayerns Pferde (176p) (6,75€) 3/10	8	4	2	1	12	7	5Br	3	x	0
Reitsportmagazin (81p) (5,25€) 12/09			2	2	15	18		0		0
FreizeitReiter NRW (64p) 3€ 3/10	2	3	6	9		0	3	5		0
Rheinlands Reiter&Pferde 145p 5€ 1/10			4	3	15	10		0		0
Pferde Regional 52p 2€ 3/10	5/3D	15	6	11		0		0		0
Reiterjournal 128p 5,30 2/10	7/4news	5		0	9	7		0		0
Das Islandpferd 98 6€ 1/10					11	11	xxx			
Westernreiter 106 4€ 3/07					14	13				
Reiter und Pferde in Westfalen 90 4,90€ 2/10			11	12	30	33				
Pferd und wagen 114 9,80€ 2-3/10	6	5			22	19				
Der Kutschbock 50			4	8	6	12				
Dressur Studien 130p 7,90 1/09	74	56	10	7					xx	



Piaffe 114p 6,90€ 1/09	52	45	10	8	12	10			xxx			
Quarterhorse Journal 98p 4€ 4/10	9 4R	9	5	5	14	14						
Western Horse 90p 4,50€ 2/10	12	13	2	2								
<b>Name</b>	<b>Western</b>	<b>%</b>	<b>Endurance</b>	<b>%</b>	<b>Harness</b>	<b>%</b>	<b>Breeding</b>	<b>%</b>	<b>Eventing</b>	<b>%</b>	<b>Jumping</b>	<b>%</b>
Cavallo (170p) 3,90 (3/10)	2t	1		0		0		0		0		0
Mein Pferd (98p) 2/10 3.00	4t				4							
Pegasus 122p, 3,80 (2/09)												
ReiterRevue (146p) 5€ (3/10)		0		0	1	0,6	7	5	4	3	12	8
St.Georg (146p) 4,90 (12/09)		0		0		0	9	6		0		0
Reitsport International (66p) 2,80 (7/10)		0		0		0	10	15		0	11	16
PM by FN (34p) - 3/10											x	
Züchterforum (80p) 5,10€ (1/10)							45	56				
Der Hannoveraner (82p) - (3/10)							19	23				
Der Trakehner (66p) 5€ (3/10)							12	18				
Pferde Zucht&Haltung (298p) (11,90€) 1/10							182	62				
Pferdeforum (96p) (5,80€) 10/09		0		0	2	2	34	38	5	6	1	1
Bayerns Pferde (176p) (6,75€) 3/10	x	0		0		0	38	21		0	x	0
Reitsportmagazin (81p) (5,25€) 12/09		0		0	1	1		0		0		0
FreizeitReiter NRW (64p) 3€ 3/10		0	6	0		0		0		0		0
Rheinlands Reiter&Pferde 145p 5€ 1/10		0	4	3		0	4	3		0		0
Pferde Regional 52p 2€ 3/10		0		0	3	6	12	23		0		0
Reiterjournal 128p 5,30 2/10		0		0	3	2	12	9		0		0
Das Islandpferd 98 6€ 1/10												
Westernreiter 106 4€ 3/07							30	25				
Reiter und Pferde in Westfalen 90 4,90€ 2/10							10	11				
Pferd und wagen 114 9,80€ 2-3/10					xxx							
Der Kutschbock 50					xxx							
Dressur Studien 130p 7,90 1/09	x										x	
Piaffe 114p 6,90€ 1/09	12	10										
Quarterhorse Journal 98p 4€ 4/10	xxx											
Western Horse 90p 4,50€ 2/10							19	21				



Name	Leisure	%	Racing	%	Regional	%	Product news	%	Reader involvement	%
Cavallo (170p) 3,90 (3/10)	6t	3		0		0	4/6(test)	2/3	7	4
Mein Pferd (98p) 2/10 3.00	2t/16						2/2test		10	10
Pegasus 122p, 3,80 (2/09)	6						4		7	5
ReiterRevue (146p) 5€ (3/10)		0		0		0	2/7test	1/5	4	2
St.Georg (146p) 4,90 (12/09)		0		0		0	1	0,6	6	4
Reitsport International (66p) 2,80 (7/10)		0		0		0		0	0	0
PM by FN (34p) - 3/10										
Züchterforum (80p) 5,10€ (1/10)							7test	9		
Der Hannoveraner (82p) - (3/10)										
Der Trakehner (66p) 5€ (3/10)							1/2	0,7		
Pferde Zucht&Haltung (298p) (11,90€) 1/10										
Pferdeforum (96p) (5,80€) 10/09		0		0		0	2test/2	4(2/2)		
Bayerns Pferde (176p) (6,75€) 3/10		0	4	2	48c.a/6	30(27/3)	8test/1	5	1	0,6
Reitsportmagazin (81p) (5,25€) 12/09		0		0	6/14c.a	24(7/17)				
FreizeitReiter NRW (64p) 3€ 3/10	4	6		0	8	12	3	5	3	4
Rheinlands Reiter&Pferde 145p 5€ 1/10		0		0	6/51c.a.	40(4/36)	4	3		
Pferde Regional 52p 2€ 3/10		0		0	3	6	2	4		
Reiterjournal 128p 5,30 2/10		0		0	27c.a/6	25	2	2	1	0,8
Das Islandpferd 98 6€ 1/10	3	2			4c.a/21	25		0		
Westernreiter 106 4€ 3/07					21c.a./30	42 (17,25)				
Reiter und Pferde in Westfalen 90 4,90€ 2/10					3/72c.a	83(3,80)	2	2		
Pferd und wagen 114 9,80€ 2-3/10	12	10			12c.a.	10	20 test	17		
Der Kutschbock 50					11	22	2	4	1	2
Dressur Studien 130p 7,90 1/09										
Piaffe 114p 6,90€ 1/09									1	0,9
Quarterhorse Journal 98p 4€ 4/10	10	10			10 ca/ 4	14(10,4)	1	1		





Western Horse 90p 4,50€ 2/10				4	4							
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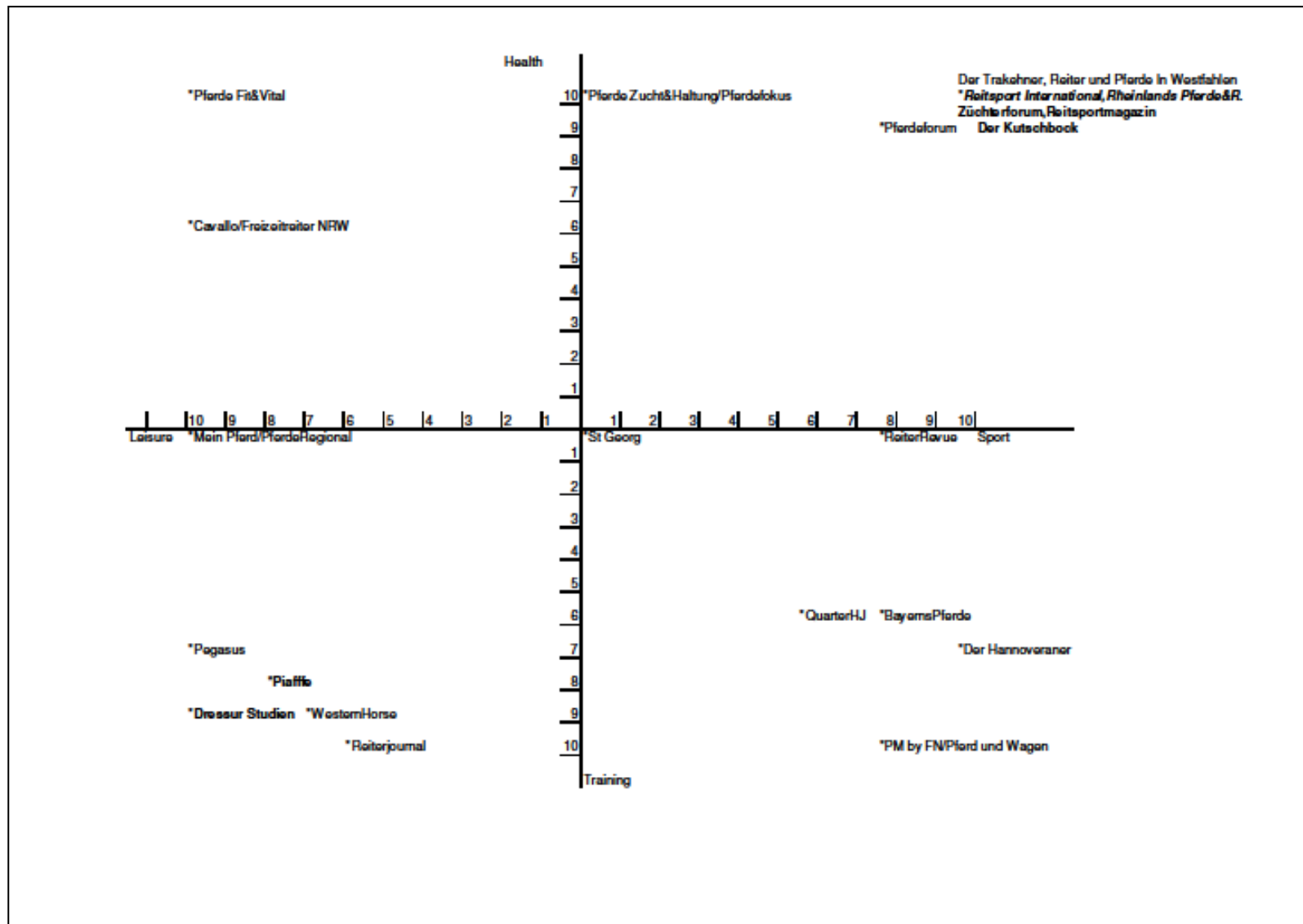
Appendix 10-4 Table to calculate the graphs. The Number of pages per topic was put into relation to the other topic in their sum of pages.

Name	Page total	L+S	%	Leisure	Points	Sport	Points	Pages G+S	Special	Points	General	Points
Cavallo (170p) 3,90 (3/10)	170	32	19	32	10	0	0	16	0	0	16	10
Mein Pferd (98p) 2/10 3.00	98	30	31	30	10	0	0	26	0	0	26	10
Pegasus 122p, 3,80 (2/09)	122	29	24	29	10	0	0	15	0	0	15	10
ReiterRevue (146p) 5€ (3/10)	146	24	16	4	2	20	8	33	0	0	33	10
St.Georg (146p) 4,90 (12/09)	146	24	16	12	5	12	5	17	0	0	17	10
Das Pferde Magazin (46p) 2,90 (9/10)	46	24	52	2	1	22	9	20	0	0	20	10
Reitsport International (66p) 2,80 (7/10)	66	27	41	0	0	27	10	33	0	0	33	10
PM by FN (34p) - 3/10	34	10	29	2	2	8	8	15	0	0	15	10
Züchterforum (80p) 5,10€ (1/10)	80	28	35	0	0	28	10	45	45	10	0	0
Der Hannoveraner (82p) - (3/10)	82	8	10	0	0	8	10	35	35	10	0	0
Der Trakehner (66p) 5€ (3/10)	66	18	27	0	0	18	10	36	36	10	0	0
Pferde Zucht&Haltung (298p) (11,90€) 1/10	298	0	0	0	0	0	0	182	182	10	0	0
Pferdeforum (96p) (5,80€) 10/09	96	16	17	2	1	14	9	90	90	10	0	0
Bayerns Pferde (176p) (6,75€) 3/10	176	20	11	8	4	12	6	82	38	5	44	5
Reitsportmagazin (81p) (5,25€) 12/09	81	15	19	0	0	15	10	30	0	0	30	10
FreizeitReiter NRW (64p) 3€ 3/10	64	6	9	6	10	0	0	13	0	0	13	10
Rheinlands Reiter&Pferde 145p 5€ 1/10	145	15	10	0	0	15	10	30	0	0	30	10
Pferde Regional 52p 2€ 3/10	52	8	15	8	10	0	0	15	0	0	15	10
Reiterjournal 128p 5,30 2/10	128	20	16	11	6	9	5	25	0	0	25	10
Das Islandpferd 98 6€ 1/10	98	11	11	0	0	11	10	98	98	10	0	0
Westernreiter 106 4€ 3/07	106	14	13	0	0	14	10	106	106	10	0	0
Reiter und Pferde in Westfalen 90 4,90€ 2/10	90	30	33	0	0	30	10	40	0	0	40	10
Pferd und Wagen 114 9,80€ 2-3/10	114	28	25	6	2	22	8	112	112	10	0	0
Der Kutschbock 50	50	6	12	0	0	6	10	50	50	10	0	0
Dressur Studien 130p 7,90 1/09	130	74	57	74	10	0	0	100	98	10	2	0,2
Piaffe 114p 6,90€ 1/09	114	64	56	52	8	12	2	114	114	10	0	0
Quarterhorse Journal 98p 4€ 4/10	98	23	23	9	4	14	6	98	98	10	0	0
Western Horse 90p 4,50€ 2/10	90	18	20	12	7	6	3	90	90	10	0	0

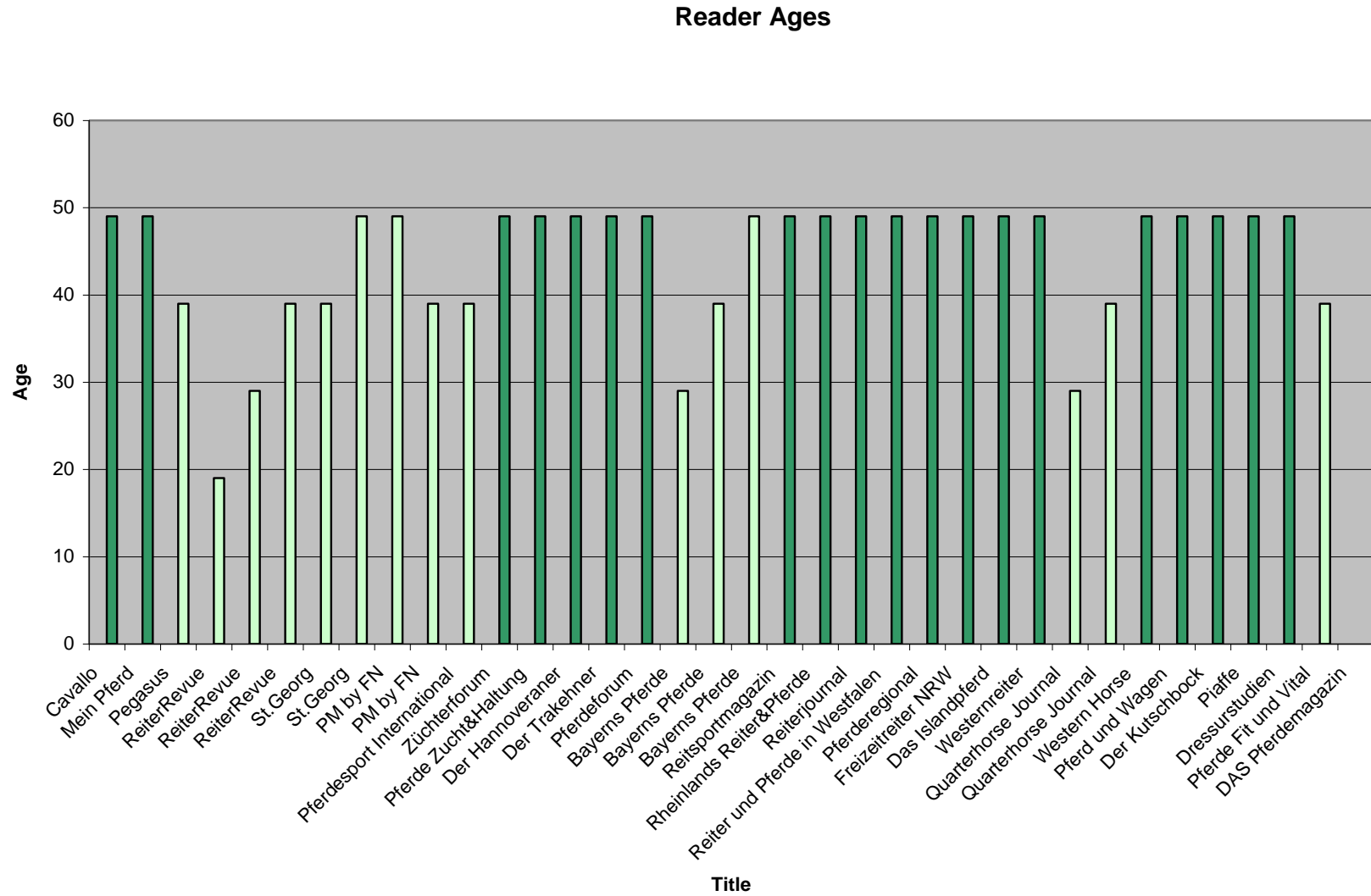


Pferde Fit und Vital 98 6€ 1/10	98	19	19	19	10	0	0,00	98	98	10	0	0
	Pages	Seiten	Points	Seiten	Points	Seitenzahl	Reader inv.	Points	Pages	Points		
Name	H+T	H		T		gesamt	S		gesamt			
Cavallo (170p) 3,90 (3/10)	58	32	6	26	4	<b>170</b>	7	4	<b>163</b>	10		
Mein Pferd (98p) 2/10 3.00	29	15	5	14	5	<b>98</b>	10	1	<b>88</b>	9		
Pegasus 122p, 3,80 (2/09)	34	11	3	23	7	<b>122</b>	7	1	<b>115</b>	9		
ReiterRevue (146p) 5€ (3/10)	10	5	5	5	5	<b>146</b>	4	0	<b>142</b>	10		
St.Georg (146p) 4,90 (12/09)	10	5	5	5	5	<b>146</b>	6	0	<b>140</b>	10		
Das Pferde Magazin (46p) 2,90 (9/10)	4	2	5	2	5	<b>46</b>	2	0	<b>44</b>	10		
Reitsport International (66p) 2,80 (7/10)	4	4	10	0	0	<b>66</b>	0	0	<b>66</b>	10		
PM by FN (34p) - 3/10	2	0	0	2	10	<b>34</b>	0	0	<b>34</b>	10		
Züchterforum (80p) 5,10€ (1/10)	1	1	10	0	0	<b>80</b>	0	0	<b>80</b>	10		
Der Hannoveraner (82p) - (3/10)	3	1	3	2	7	<b>82</b>	0	0	<b>82</b>	10		
Der Trakehner (66p) 5€ (3/10)	11	11	10	0	0	<b>66</b>	0	0	<b>66</b>	10		
Pferde Zucht&Haltung (298p) (11,90€) 1/10	56	56	10	0	0	<b>298</b>	0	0	<b>298</b>	10		
Pferdeforum (96p) (5,80€) 10/09	10	8	8	2	2	<b>96</b>	0	0	<b>96</b>	10		
Bayerns Pferde (176p) (6,75€) 3/10	10	2	2	8	8	<b>176</b>	1	0	<b>175</b>	10		
Reitsportmagazin (81p) (5,25€) 12/09	2	2	10	0	0	<b>81</b>	0	0	<b>81</b>	10		
FreizeitReiter NRW (64p) 3€ 3/10	8	6	8	2	3	<b>64</b>	3	0	<b>61</b>	10		
Rheinlands Reiter&Pferde 145p 5€ 1/10	4	4	10	0	0	<b>145</b>	0	0	<b>145</b>	10		
Pferde Regional 52p 2€ 3/10	11	6	5	5	5	<b>52</b>	0	0	<b>52</b>	10		
Reiterjournal 128p 5,30 2/10	7	0	0	7	10	<b>128</b>	1	0	<b>127</b>	10		
Das Islandpferd 98 6€ 1/10	0	0	####	0	####	<b>98</b>	0	0	<b>98</b>	10		
Westernreiter 106 4€ 3/07	0	0	####	0	####	<b>106</b>	0	0	<b>106</b>	10		
Reiter und Pferde in Westfalen 90 4,90€ 2/10	11	11	10	0	0	<b>90</b>	0	0	<b>90</b>	10		
Pferd und Wagen 114 9,80€ 2-3/10	6	0	0	6	10	<b>114</b>	0	0	<b>114</b>	10		
Der Kutschbock 50	4	4	10	0	0	<b>50</b>	1	0	<b>49</b>	10		
Dressur Studien 130p 7,90 1/09	84	10	1	74	9	<b>130</b>	0	0	<b>130</b>	10		
Piaffe 114p 6,90€ 1/09	62	10	2	52	8	<b>114</b>	0	0	<b>114</b>	10		
Quarterhorse Journal 98p 4€ 4/10	14	5	4	9	6	<b>98</b>	1	0	<b>97</b>	10		
Western Horse 90p 4,50€ 2/10	14	2	1	12	9	<b>90</b>	0	0	<b>90</b>	10		
Pferde Fit und Vital 98 6€ 1/10	51	32	6	19	4	<b>98</b>	6	1	92	9		

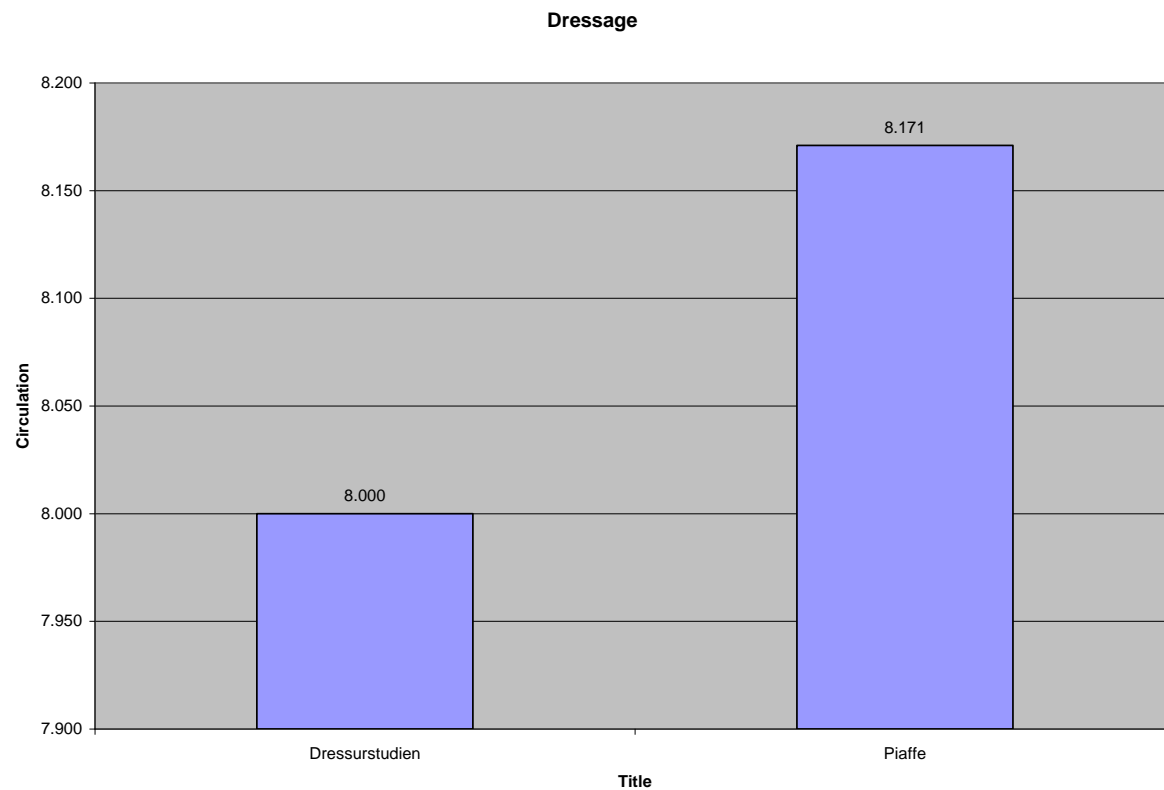




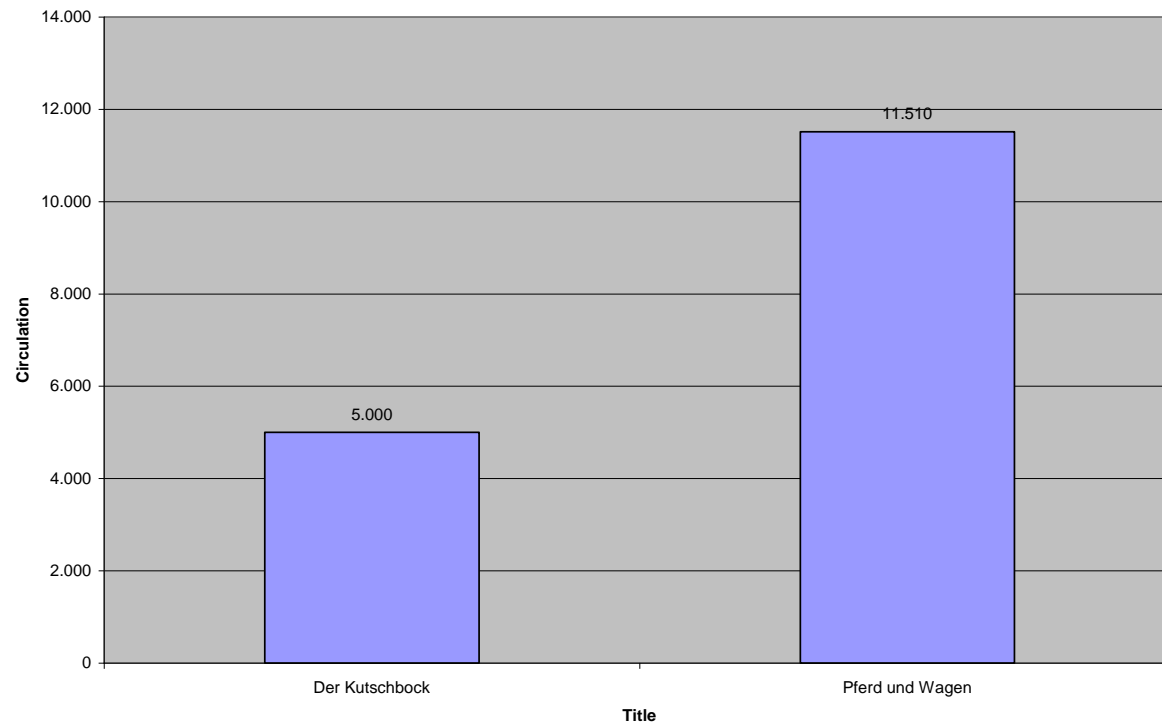
Appendix 10-6: Age graph of journals. Key: Dark green-> no information, Light green: Information available

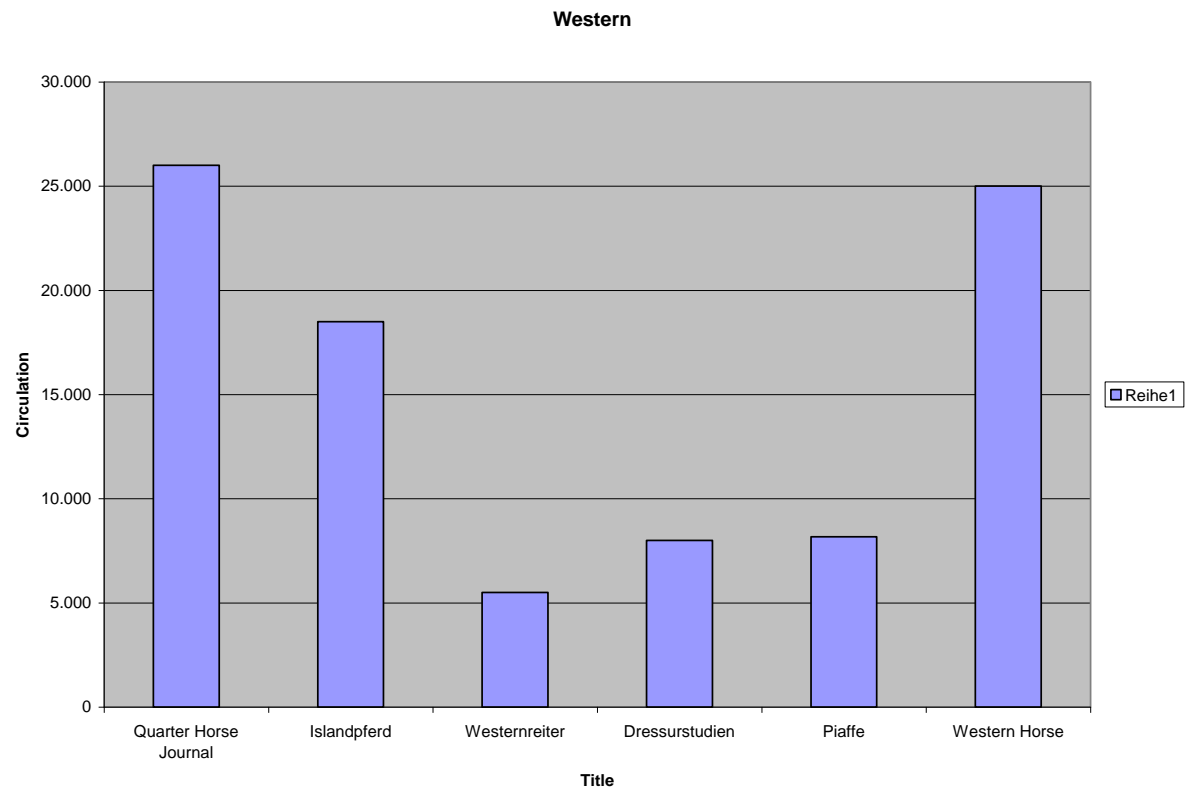


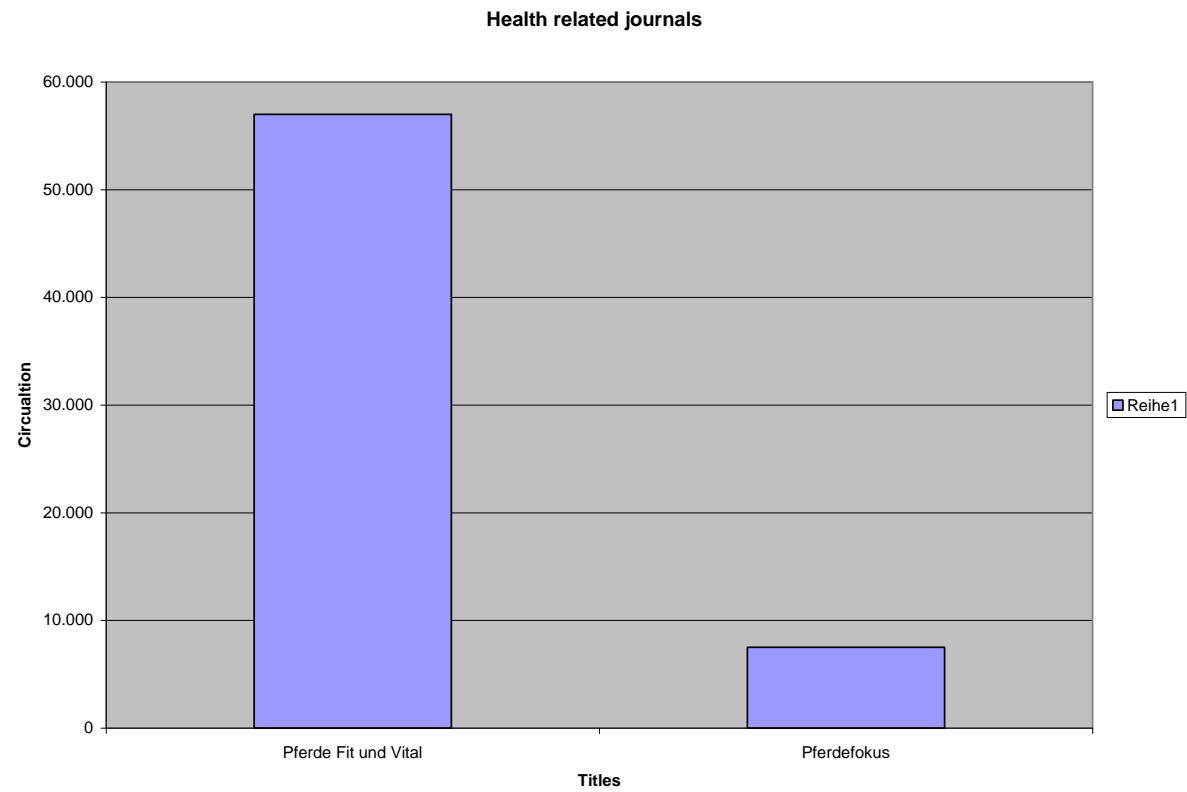
## Appendix 10-7 Graphs Circulation special focus journals



### Harness









## Appendix 10-8 Online Vehicle Long List

Name	page views/PIs	unique visitors per month
<i>Magazine Websites IWW</i>		
Bayernspferde.de	17.048	3.065
Cavallo.de	250.000	30.000
Dressur-studien.de		
Meinpferd.de	17.000	
Pferdebörse.de		
Pferdeforum-online.de	6.404	2.715
Pferdemarkt.de	x	
Reiter-prisma.de	x	
reiterrevue.de		
lv-h.de (reiter&pferde in westfalen)		
reitsport-magazin.de		
reiter-pferde.de (rheinlands reiter und pferde)		
st-georg.de	244.354	
dertrakehner.de		
oldenburger-pferde.com		
unserpferd.de		
<i>Other Magazine Websites</i>		
Reiterjournal.com	x	
starke-pferde.de	x	
reiten-zucht.de	x	
oldenburger-pferde.com		
hannoveraner.com	x	
Wendy.de	1.100.000	64.257
lissy.de	976.485	29.710
freizeitreiter-nrw.de		
der-kleine-georg.de		
pferdundwagen.de		30.000
hufkurier.de (pferdesportinternational)		
das-pferdemagazin.com	x	
<i>Online equestrian magazines</i>		
pferdezeitung.com	530.000	65.549
hufgeflüster.eu/flüsti.de		
tovero.de	450.000	100.000
pferde.de	sh pferde.de	
pferdenachrichten.de	x	x
<i>Information/Communities</i>		
deine-tierwelt.de	6.200.000	650.000
wir-lieben-pferde.de	582.210	20.530
reitforum.de	8.370.000	1.380.000
horseweb.de	1.800.000	380.000
pferde.de	4.300.000	400.000
reiten.de	698.983	103.508



Reiten.biz		
Pferde-community.de	approx. 1.830.630	
fn-neon.de	35.000.000 (?)	2.000.000
pferd-aktuell.de	approx. 800.000	approx 250.00
ipzv.de		
Pferdeforum.org	x	x
koppel.de	x	x
pferdemesse.de	35.000	
reiten-in-berlin.de	x	x
wittelsbürger	3.593.005	253.671
pferdekutscher	x	x
pferdehessen.de	approx. 250.000	approx. 50.000
reiter.spaß.com	x	x
reitenonline.de	x	x
hallo-pferd.de	280.000	110.000
pferdeportal-online.de	x	1.161
islandpferdeportal.de	x	5.109
Reit-forum.eu	x	2.207
western-journal.de	x	2.092
planetpferd	x	337
reiten-online.eu	x	x
steckenpferd.pytalhost.com	x	283
aufgesattelt.plusboard.de	x	219
ich-liebe-pferde.de	x	175
pferdeforum.de	x	x
landlive.de		
taktklar.de	300.000	x
horseteam.org	x	x
Horse sales online		
Pferdeflohmarkt	531	
horse2buy.de	16.000	x
Pferdekauf-online.de	3.340.000	92.000/185.000
ehorses.de	approx. 5.000.000	250.000
horsebase.de	124.800	825.000
deinpferd.de	x	x
Sporthorses-online.de	x	x
cheval.de	x	x
pferdeverkauf.com	x	x
Other		
stall-frei.de		
trago.de		
phillipe.de		
vfdnet.de		
howrse.de	132.780.000	100.000
Petbase.de		900
pferdreiter.de		
galloponline.de		
Pferdekleinanzeigen.de		12.714
Pferderassen.net		7080
das-spanische-pferd.de		5674



Appendix 10-9 Short list online vehicles

Name	Page Impressions	Visitors	Unique visitors	time	skyscraper	TPK
<b>Fn Neon</b>	2.916.666	333.333				
<b>pferdaktuell.de</b>	1.000.000		300.000		10.500	35
<b>wittelsbürger</b>	3.593.005		253.671			
<b>zeit fuer pferde</b>	depends on the cooperation					
<b>Horse today</b>	500.000		50.000	14		
<b>Horseweb.de</b>	1.300.000		280.000			
<b>wir-lieben-pferde</b>	582.210		20.530		615	30
<b>deine tierwelt</b>	6.200.000		650.000		Offer (brand Page) 20€ TPK	
<b>reitforum</b>	10.000.000		470.000	13		3,75
<b>pferde.de</b>	3.500.000		350.000			30
<b>Islandpferdeportal</b>		90.000	25.000			
<b>Distanz-check.de</b>	500.000		54.907			
<b>horse-gate.com</b>	160.000		80.000		Small banner 1050€ 3month fix	
<b>Cavallo.de</b>	250.000		30.000			30
<b>Mein Pferd.de</b>			17.000			40
<b>Pegasus-fs.de</b>			10.000			270fix
<b>St.georg</b>			57.000			40
<b>ReiterRevue</b>			27.000			200fix
<b>Züchterforum</b>			30.000			310 fix
<b>Reitsportmagazin</b>			20.000			
<b>Rheinlands Reiter&amp;Pferde</b>						
<b>Reiterjournal</b>						
<b>Freizeitreiter NRW</b>						
<b>Das Islandpferd</b>						
<b>Westernreiter</b>			24.500			
<b>Pferd und Wagen</b>			30.000			



Name	banner	TPK	button	TPK	content ad	TPK
<b>Fn Neon</b>			3m.8mPI		3m,200.000PI	<b>6.900</b>
<b>pferdaktuell.de</b>	12.000	40	6.000	20	15,6	52,5
<b>wittelsbürger</b>	750 (2mon)	2.96				
<b>zeit fuer pferde</b>						
<b>Horse today</b>						
<b>Horseweb.de</b>						
<b>wir-lieben-pferde</b>	513	25			307/615	15/30
<b>deine tierwelt</b>						
<b>reitforum</b>		3,75				4,75
<b>pferde.de</b>		30				40
<b>Islandpferdeportal</b>						
<b>Distanz-check.de</b>	120 fix year					
<b>horse-gate.com</b>						
<b>Cavallo.de</b>		25				
<b>Mein Pferd.de</b>		20				50
<b>Pegasus-fs.de</b>		260fix		120fix		
<b>St.georg</b>		20				50
<b>ReiterRevue</b>		90fix				200fix
<b>Züchterforum</b>				120fix		210fix
<b>Reitsportmagazin</b>		60-400 fix	Umfrage			
<b>Rheinlands Reiter&amp;Pferde</b>			Forum			
<b>Reiterjournal</b>	180 fix					
<b>Freizeitreiter NRW</b>						
<b>Das Islandpferd</b>						
<b>Westernreiter</b>	50 fix					
<b>Pferd und Wagen</b>	120 fix					



## Appendix 10-10: Cooperation possibilities with websites (without journal websites)

Name	Banner	Content Ad	Brand Page	Shop window	Video/Foto upload	Raffles	Product News	Blog	Voucher	Project	Newsletter
pferdaktuell.de	x										x
Horse today.com	x			x	x	x	x		x	x	
wittelsbürger	x										
horse-gate.com	x										
Horseweb.de	x						x				
zeit fuer pferde							x			x	
pferde.de	x	x		x		x	x				
Islandpferdeportal							x				x
Fn Neon	x										
deine tierwelt	x		x		x	x	x	x	x		x
wir-lieben-pferde	x		x		x		x				
reiten.de	x										
reitforum	x										

## Journal websites

Name	Banner	Video tool
Das Islandpferd	x	
Cavallo.de/outdoorchannel	x	x
ReiterRevue	x	x
St.Georg	x	x
Züchterforum	x	
Westernreiter	x	
Rheinlands Reiter&Pferde	x	
Reiterjournal	x	
Pferd und Wagen	x	
Mein Pferd.de	x	x
Pegasus-fs.de	x	x
Reitsportmagazin	x	
Freizeitreiter NRW	x	



## Appendix 10-11 Journals with a strong focus

### Harness :

Print:

Pferd und Wagen is the journal most suitable for meeting the criteria. The journal content is very practical and the quality outline is good (2).

Title	Publ.interval	Circulation	Subscriptions%	Trend	Cost 1/3 ad	Cost per reader
Pferd und Wagen	6 a year	11,510	88		1,190	€0,100

Advantages	Disadvantages
-Target group keeps horses at home -Practical information	-No health related content

Online:

Name	Reach	1/2 year advertising	Cost per user
Pferdundwagen.com	30,000	€ 1,200	<0.01€

Advantages	Disadvantages
-Target group keeps horses at home -cheaper than the journal - more people are reached	-No health related content - Website is not very interactive

**Western:** The Quarter Horse Journal is the magazine which scores the best compared to the other ones in terms of health related content (5).

Title	Publ.interval	Circulation	Subscriptions%	Trend	Cost 1/3 ad	Cost per reader
Quarter Horse Journal	month	26,000	53		488	€0.018

Advantage	Disadvantages
- Association magazine for DQHA (also Switzerland and Austria) - Target group have their own horses - Compared to the other journals most health related content	- Mostly male readers



The alternative journal would be the EWU association magazine or the EWU in total. The EWU is a partner of the FN and is also linking to FN sites like wir-lieben-pferde.de. The advantage of the EWU is that they are the biggest European Western organisation with around 8.000 members and their shows are open to all breeds. The magazine is publishing specials where they inform about different topics e.g. breeding. The disadvantage is the low percentage of journalistic content.

Title	Publ.interval	Circulation	Subscriptions%	Trend	Cost 1/3 ad	Cost per reader
Westernreiter	month	5,500	76		190	€0.034

Online:

Name	Reach	1/2 year advertising	Cost per user
Wittelsbuerger.de	253,671	€ 2,250	<0,01€

Advantage	Disadvantages
<ul style="list-style-type: none"> <li>- presents news</li> <li>- more people are reached than print vehicles</li> <li>-better cost per user ratio than cost per reader ratio</li> </ul>	<ul style="list-style-type: none"> <li>- website does not score high in the quality evaluation</li> </ul>

**Icelandic horses:** The journal Das Islandpferd has no competition from other national journals with regard to the content and is thus the only choice for reach Icelandic horse riders/breeders in print media. The outline is good (2) but it is to mention that there is no health related content.

Title	Publ.interval	Circulation	Subscriptions%	Trend	Cost 1/3 ad	Cost per reader
Das Islandpferd	month	18,500	100		435	€0.025

Online

Name	Reach	1/2 year advertising
lpzv.de		free



In this particular case both vehicles can be used as the banner on the IPZV website is free because of cooperation with Pavo.

**Dressage:** Comparing the journals with focus on dressage training Dressur Studien and Piaffe they both score equally in quality content (3) and quality outline (3). The difference is Dressur Studien is also giving cross discipline training tips where as Piaffe is very focused on dressage and is offering a platform for discussion about the classical vs. modern equitation and the magazine sees itself as the advocate of correct dressage riding. The suitable for Pavo might be Dressur Studien as they have a higher subscription rate

Title	Publishing interval	Circulation	Subscriptions%	Trend	Cost 1/3 ad	Cost per reader
Dressurstudien	4 a year	8,000	45		490	€0.059

Advantage	Disadvantage
<ul style="list-style-type: none"> <li>- Professional people, opinion leaders</li> <li>- People might collect issues</li> <li>- Training series</li> </ul>	Very specific -> small target group

Online:

No website found that suits Pavo.

**Health:** As one of Pavo's values is health the magazine Pferde Fit & Vital might be suitable for the company. The journal is very focused on health related topics.

Title	Publishing interval	Circulation	Subscriptions%	Trend	Cost 1/3 ad	Cost per reader
Pferde Fit und Vital	2 a year	57,000	19		1,048	€0.010

Advantage:	Disadvantages:
<ul style="list-style-type: none"> <li>- target group are horse owners and see advertisement as information</li> <li>- issues are collected</li> </ul>	<ul style="list-style-type: none"> <li>- published articles are not meeting the standard in order to classify them as excellent.</li> <li>- Published two times per year</li> </ul>





Online:

No website found that suits Pavo.

### Endurance

Print

There are journals available, which was discovered too late.

Online

Name	Reach per month	1/2 year advertising
Distanz-check.de	54,923	€ 120

Advantage:	Disadvantages:
<ul style="list-style-type: none"><li>- latest news</li><li>- community for endurance riders</li><li>- unique content position</li></ul>	<ul style="list-style-type: none"><li>- low credibility and poor design</li></ul>



## Appendix 10-12: Long-term cooperation regional journals + Cavallo

Title	Reach	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cavallo	74,685				€ 2,150		€ 2,150		€ 2,150					€ 6,450
Reiter Pferde in Westfalen	27,824				€ 883	€ 883	€ 883	€ 883						€ 3,532
Reiterjournal	18,400				€ 1,070	€ 1,070	€ 1,070	€ 1,070						€ 4,280
Rheinlands Pferde&Reiter	15,603				€ 787	€ 787	€ 787	€ 787						€ 3,148
Bayerns Pferde	12,732				€ 1,080	€ 1,080	€ 1,080	€ 1,080						€ 4,320
Reitsportmagazin	10,057				€ 1,024	€ 1,024	€ 1,024	€ 1,024						€ 4,096
Freizeitreiter NRW	9,600				€ 533	€ 533	€ 533	€ 533						€ 2,132
<b>Total</b>	<b>168,901</b>	<b>€ 0</b>	<b>€ 0</b>	<b>€ 0</b>	<b>€ 7,527</b>	<b>€ 5,377</b>	<b>€ 7,527</b>	<b>€ 5,377</b>	<b>€ 2,150</b>	<b>€ 0</b>	<b>€ 0</b>	<b>€ 0</b>	<b>€ 0</b>	<b>€ 27,958</b>
		0.00	0.00	0.00	0.08	0.03	0.08	0.03	0.02	0.00	0.00	0.00	0.00	

## Appendix 10-13: Special focus cooperation

Name	Discipline	Reach	Reach ½ year	1/2 year advertising
Distanz-check.de	Endurance	54,923	329,538	€ 120
Wittelsbuerger.de	Western	253,671	1,522,026	€ 2,250
lpzv.de	Icelandic horses			
Pferdundwagen.com	Harness	30,000	180,000	€ 1,200
<b>Total</b>		<b>338,594</b>		<b>€ 3,570</b>
<b>Cost per user</b>			<b>2,031,564</b>	<b>&lt;0,01€</b>

Title	Discipline	Reach	Spring	Autumn	Total
Dressurstudien	Dressage	8,171	€ 490	€ 490	€ 980
Das Islandpferd	Icelandic Horses	18,500	€ 435	€ 435	€ 870
Pferde Fit und Vital	Health	57,000	€ 1,048		€ 1,048
<b>Total</b>		<b>83,671</b>	<b>€ 1,973</b>	<b>€ 925</b>	<b>€ 2,898</b>
<b>Cost per reader</b>			<b>0.02€</b>	<b>0.03€</b>	



## Appendix 10-14 Cooperation with community and project based website

Communities		Brand page		Cost per user per year
	Unique Visitors per month	Month	Total year	Total user per year: 246,360
<b>Wir-lieben-Pferde.de</b>	20,530	€ 100	€ 1,200	<0.1€

Table: costs for partnership with wir-liebe-pferde.de

Cooperation with horse-today depends on the project.

## Appendix 10-15 Breeder's campaign

Breeder's Campaign	Reach	December	January	February	March	April	May	Total
Pferde Zucht und Haltung	24,000	€ 702			€ 702			€ 1,404
Der Hannoveraner	19,277	€ 960	€ 960			€ 960	€ 960	€ 3,840
Züchterforum	10,000	€ 690	€ 690			€ 690	€ 690	€ 2,760
Pferdeforum	12,630	€ 943	€ 943			€ 943	€ 943	€ 3,772
<b>Total</b>	<b>65,907</b>	<b>€ 3,295</b>	<b>€ 2,593</b>		<b>€ 702</b>	<b>€ 2,593</b>	<b>€ 2,593</b>	<b>€ 11,776</b>
Cost per reader		€ 0.05	€ 0.04		€ 0.01	€ 0.04	€ 0.04	

Table: Print journals for Breeder's campaign

Breeder's Campaign	Reach	December	January	February	March	April	May	Total
horse-gate.de	80,000	€ 350	€ 350			€ 350	€ 350	€ 1,400
Zuechterforum.de	30,000	€ 120	€ 120			€ 120	€ 120	€ 480
<b>Total</b>	<b>110,000</b>	<b>€ 470</b>	<b>€ 470</b>		€ 0	€ 0	€ 470	<b>€ 1,880</b>
<b>Cost per user</b>		<0.01€	<0.01€			<0.01€	<0.01€	

Table: Online vehicles for Breeder's campaign



Breeder's campaign	Reach	Costs
Print	65,907	€ 11,776
Online	80,000	€ 2,820
<b>Total</b>	<b>145,907</b>	<b>€ 14,596</b>

*Table: Total costs of Breeder's campaign*

### Appendix 10-16 Supplement campaign

The campaign can use the advertising space in the journals that were suggested for the long term partnership and therefore not additional costs accrue.

Supplement Campaign	Reach	May	June	July	August	Total
<b>Wittelsbuerger.de</b>	253,671	Costs covered in the special focus partnership				
<b>Distanzcheck.de</b>	54,907	Costs covered in the special focus partnership				
<b>horse-today.de</b>	50,000	€ 425	€ 275	€ 275	€ 275	€ 1,250
<b>Horseweb.de</b>	280,000	€ 200	€ 200	€ 200	€ 200	€ 800
<b>Total</b>	638,578	€ 625	€ 475	€ 475	€ 475	<b>€ 2,050</b>
<b>Cost per user</b>		<0,01€	<0,01€			

*Table costs websites of target groups and horse today*

