



HORSEALOT

THE EQUESTRIAN LIFESTYLE COMMUNITY



The social Network inspired by equestrian lifestyle which connect 250 000 fans around the world



AUDIENCE



THE COMMUNITY

Exclusive and Confidential

ENGAGED - PASSIONNATED - QUALIFIED

A feminine and young audience
70% of women
60% are 18-34 years old

PREMIUM, with high income
Top Revenu

French 73%

Source : Google Play – April 2020



Influencers in the world of horses but not only...

Fashion, Beauty and Lifestyle

Hyper consumers of Luxury goods

EPICUREAN



AUDIENCE SITE + MOBILE

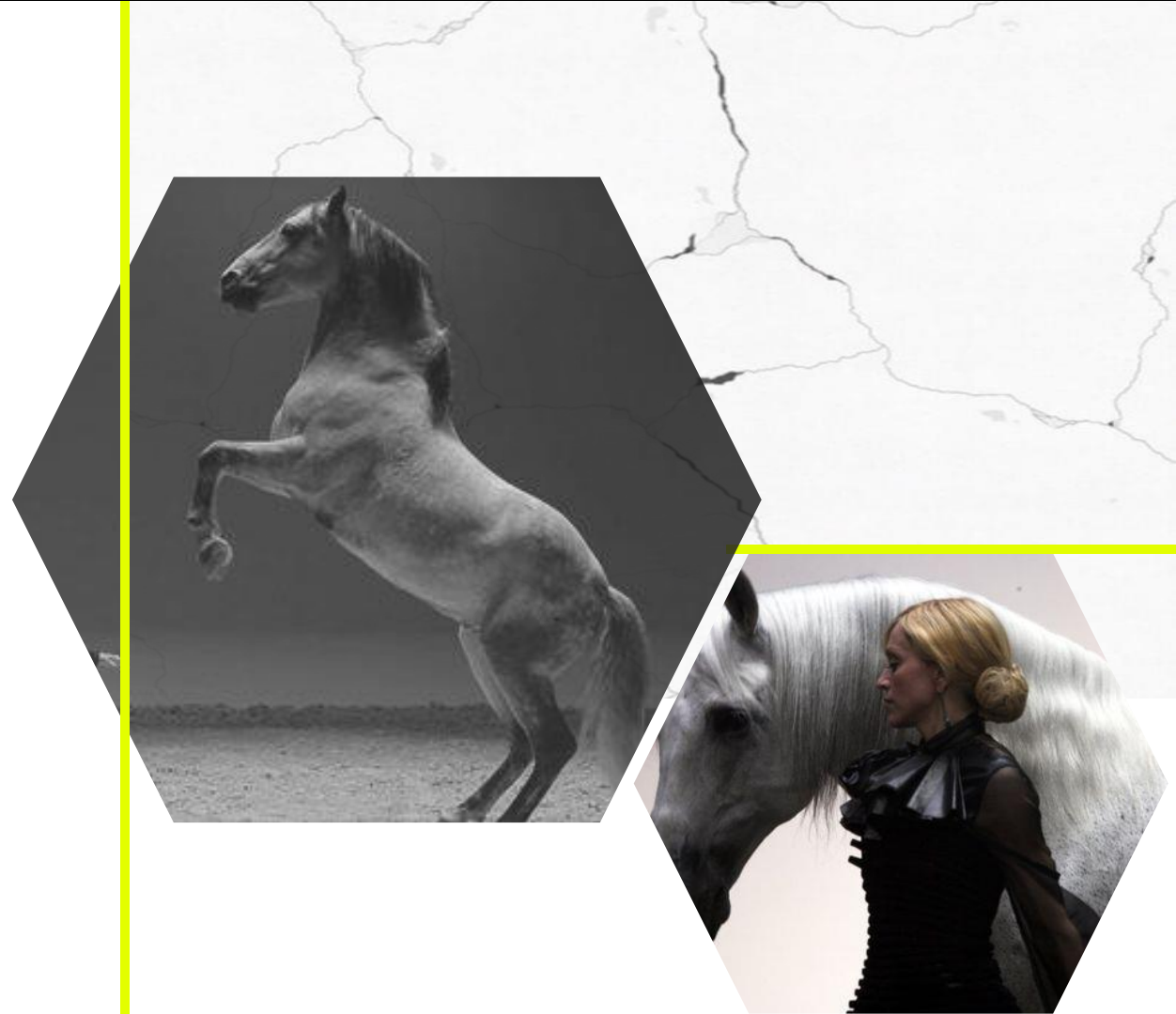
A niche AUDIENCE
250 000 members

A mobile audience

73% of the traffic comes from mobile users (Android and IOS)

52 000 unique visitors /month

159 000 of page view



Source : Google Play – April 2020



AN EXCLUSIVE DATA BASE

PREMIUM & *ULTRA* RESPONSIVE



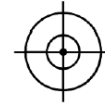
250 000 members
Active et qualified



A rare and high demand data base
Reachable only on
Horsealot website

VIP base : 769@

Weekly Newsletter



High performance and affinity
Opening rate = 20%
CTR = 13,5%



OFFERS



CREATE BRAND PREFERENCE

1. MEET an active and passionated audience

FORUM, DISCUSSION FEED WITH EXPERT

2. ACTIVATE a tailor-made and native action

ARTICLES, NEWSLETTER, PODCAST

3. IMAGINATE a new brand experience and CREATE link with the community

ONLINE COMPETITION GAME, EVENT



OUR FORCES

And much more

Editorial support

Editorial caution

Format adapted to your needs

ARE *YOU* INSPIRED ?



1. EXPERT FORUM

Meet a **VIP and passionate** audience
Become **a specialist** in your dedicated universe

Discussion feed privatization host by a **brand expert** 1 month exclusivity on Horsealot website.

Discuss various subject, get to know the community, share a bond, transform the community into ambassador.

Possible format :

Discussion feed, questions/answer, podcast, vidéo

The advantage : Share your expertise & create social commitment



RATE

EXPERT FORUM

WHAT
ARE TODAY'S
TOPIC?

15 500 €* HT

* Technical fees included



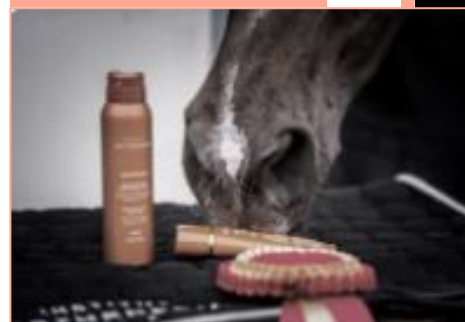
2.1 NATIVE ARTICLE

Immersion and Story-telling with original approach
And built-in format

With Horsealot support create original content and personalize your target.

Share your universe, search for new trend with native article, video or a mood board.

The advantage : Immersion & Horsealot bail
Editorial content tailor maid
Create social commitment




HORSEALOT
THE EQUESTRIAN LIFESTYLE COMMUNITY.

Home Discussions Invités Experts Inspirations

RETOUR AUX INSPIRATIONS

AUJOURD'HUI 2 ❤️



Esthederm : quand la beauté se passionne pour l'univers équestre

Marque de soins française créée en 1978, Esthederm est impliquée dans les sports équestres depuis 2013 et propose aux cavaliers des soins sans superflu, à travers une ambassadrice de choix : la championne olympique Pénélope Leprévost.

Décryptage avec Caroline Morise, directrice des relations de la marque :

La peau est notre métier, l'équitation notre passion », tel est le slogan d'Esthederm. Depuis sa création, la maison française s'est hissée au rang de marque de soins incontournable lors des déplacements



RATE

ARTICLE RATE

ARE *YOU* INSPIRED ?

5 500 €* HT

** Technical fees included*



2.2 INFLUENCE

Personify **the brand with an influencer** in affinity with HORSEALOT community

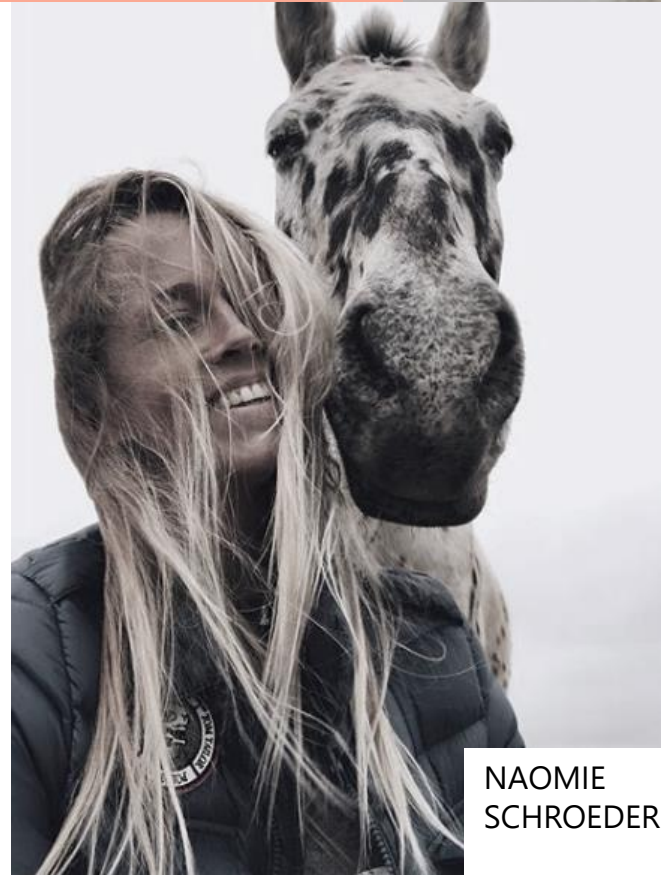
Enjoy our influencer/horserider network + our journalist expertise

Or use your own spokemodels to represent your brand

Article, Shooting, Vidéo, shopping advice, tutorial... Inspiration, looks, travel, preferences...

A lot of opportunities to create a bond with a community who is calling for beauty, lifestyle and fashion advice.

Les + : *Proximity & incarnation
Commitment & image
Social commitment*



NAOMIE
SCHROEDER



AUDREY
LOMBARD



ALEXANDRA
PAILLOT



RATE

INFLUENCE RATE

*DISCOVER... THEIR UNIQUE
POINT OF VIEW...*

Minimum rate **7 900€*** HT

* Rate do not include influencer fees, depending on brand choices



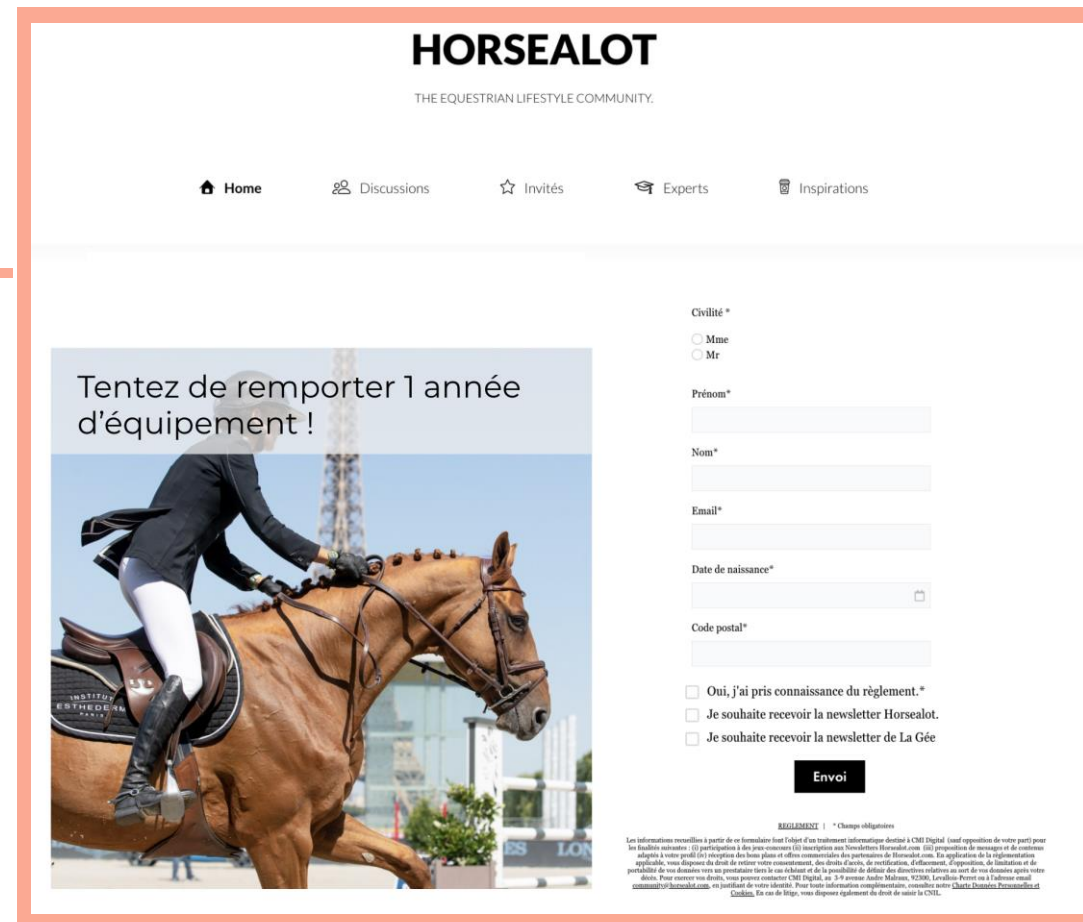
3.1 COMPETITION GAME

Create **buzz** around your brand
Maximise your visibility in the eyes of our community

Amplify the desirability of your brand thanks to a **competition game 100% winners on Horsealot website for 1 month!**

Sur-mesure format

Question / answer, treasure hunt, prize draw
Data base collecte



GROSS RATE

8 500€* HT



3.2 PRIVATE EVENT

MEET a VIP audience, *niche and exclusive* directly in your store

Create link and develop loyalty

Make discover to the top Horsealot VIP members your brand thanks to a privileged Shopping session

Personalized Invitation

A special newsletter will be sent to the top VIP database with a sur-mesure target

Story live Instagram + Facebook

During the event, Horsealot team will share with the followers 5 stories live on Horsealot Instagram + Facebook page



GROSS RATE

7 900€* HT



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