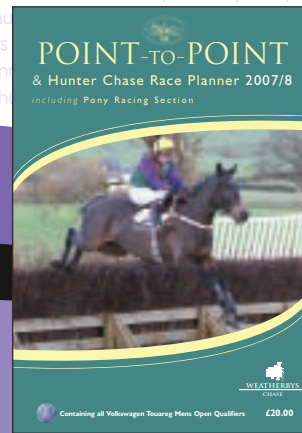
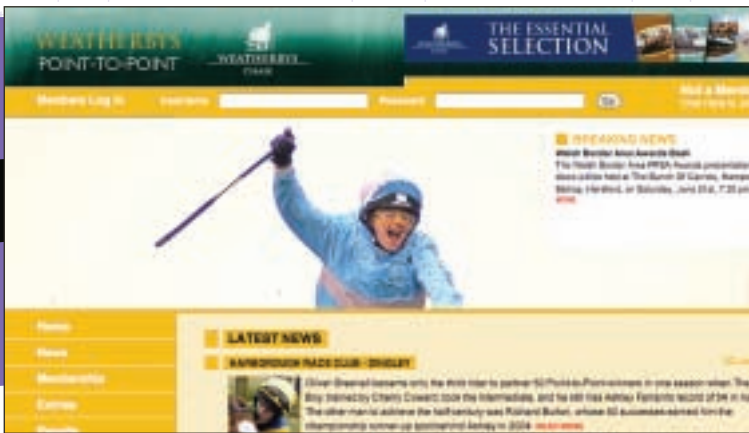


Point-to-Point PORTFOLIO



WEATHERBYS CHASE LAUNCHED THE 'NEW LOOK' **POINTTOPOINT.CO.UK** WEBSITE IN DECEMBER 2007 AND, SINCE TAKING CONTROL OF THE SITE, VISITORS HAVE INCREASED DRAMATICALLY.

In April 2008 record visitor figures were achieved with 2.6 million hits. This has helped the site achieve 6.4 million hits since 1st December 2007 (up to and including 12 May 2008). There have been 9,000 downloads of 'Go Pointing' registered since its launch in February 2008, giving a weekly readership of approximately 1,500.

The site is the first port of call for the Point-to-Point industry. It is the first place to find Entries and Results. It also holds Form Summaries, Fixtures, a Shop, Downloads, Photographs, Updates and much more.

With further exciting development planned, further growth is inevitable and advertisers can use this invaluable platform to target their product at a highly desired niche market.

BANNER SITES

- £500 per month top of page/run of site. Exclusivity an additional £250 per month
 - £350 bottom of page/run of site. Exclusivity an additional £150 per month
- Banner advertising is available on a monthly, quarterly, or annual basis. Advertisers are free to supply new copy at any time.

'GOPOINTING' Sponsorship

A perfect 'fit' for sponsorship. Exposure is delivered via downloads and weekly email updates, and also attracts the following benefits:

- Exclusive branding sites • Top of page website banner position
- Embedded links within the publication • Name accreditation
- Co-branding advertising

Cost of this sponsorship £5000. This runs from the beginning of December until the close of the season in mid June.



WEATHERBYS

CHASE



I find Weatherbys' publications ideal for targeting Point-to-Point and Hunter Chase trainers and owners, particularly as they are used all season. Lizzy Blake, Equiform Nutrition.

Nupafeed UK have been advertising with both the Point-to-Point Planner and the Racing Calendar for the past two years. We have had terrific response and have significantly increased our customer base within the racing sector. Sheila Noble, Director Nupafeed UK

I find the publications and website essential both as a trainer and for Treehouse Sporting Colours.

Theresa Morris, Point-to-Point trainer and proprietor of Treehouse Sporting Colours.



Point-to-Point & Hunter Chase Race Planner

THE ONLY PUBLICATION THAT PROVIDES FULL RACE CONDITIONS AND PROGRAMMES FOR ALL POINT-TO-POINTS AND HUNTER CHASES HELD THROUGHOUT GREAT BRITAIN. THE POINT-TO-POINT & HUNTER CHASE RACE PLANNER IS ESSENTIAL FOR ALL THOSE ACTIVELY INVOLVED IN THE INDUSTRY.

It also gives a comprehensive index to all Races by Area, Hunter Chases by distance and Point-to-Point National Championship details. Formatted as a working document and used daily over a period of seven months by owners, trainers and riders, it is invaluable in helping plan the season ahead.

With subscriptions increasing year-on-year advertising scope is limitless. An extensive range of advertisers, such as feed companies, manufacturers of horse exercisers, sales companies and racing equipment to leading retail brands have all benefited from the targetted advertising available.

PRICES

Inside front cover	£1,200
Inside back cover	£900
Outside back cover	£1,400
Bookmark	£1,200
Full page colour	£700
Full page mono	£575
Half page mono	£300

PRINTED IN OCTOBER

Full Page: 148mm x 210mm
Colour: 3mm bleed

CROSS PUBLICATION
PACKAGES AVAILABLE

HUNTER CHASERS & POINT-TO-POINTERS

PRICES

Inside front cover	£950
Inside back cover	£750
Outside back cover	£1,400
Bookmark	£1,200
Full page colour	£500
Full page mono	£400
Half page mono	£200

PRINTED IN OCTOBER

Full Page: 110mm x 168mm Colour:
3mm bleed

CROSS PUBLICATION
PACKAGES AVAILABLE

AN ESSENTIAL READ FOR POINT-TO-POINT ENTHUSIASTS:

THE POINT-TO-POINT AND HUNTER CHASE ANNUAL, OTHERWISE KNOWN AS 'THE BIBLE', OFFERS AN ANALYSIS OF EVERY HORSE THAT HAS RUN DURING THE PREVIOUS SEASON, WITH ITS PERFORMANCES AND A NARRATIVE.

There is a whole host of statistics regarding leading riders, owners and trainers, a comprehensive directory of every single Point-to-Point racecourse in the UK, together with the full results for every Point-to-Point race and Hunter Chase run in the UK during the season. Also included is an in-depth review of the year.

With such a wealth of information this publication offers advertisers the chance to target owners, trainers and racegoers with their products or services.

The Annual has caught the imagination of the public for a generation and has become a collectors item. The spotlight is sure to be on this publication in 2008 due to the celebration of the 50th volume, providing increased exposure for advertisers.

For more information contact:

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