

L'ANNÉE HIPPIQUE

THE INTERNATIONAL EQUESTRIAN YEARBOOK





MEDIAKIT 2023

L'Année Hippique is the ultimate collector's item for the equestrian enthusiast. Since 1943, this yearbook has chronicled the most important events in equestrian sport, illustrated with world-class photography and articles. At the end of every year, L'Année Hippique allows horse lovers to relive the atmosphere of the past equestrian season. The book provides a wonderful picture of the competitive dynamics of the major leagues and championships. Because of the detailed results section, L'Année Hippique also serves as an indispensable reference book for riders, trainers, horse owners and sponsors.

Perfect promotional gift

L'Année Hippique is the ultimate coffee table book, a record of events on paper that will remain a beautiful memento forever. By including your own 'With Compliments' page, you can make the yearbook a very personal end-of-year gift for your relations. This page is the first right-hand page in the ordered book. On this page your logo, photos and personal text can be placed. With a more extensive partnership, there is the option of having your own section included in the front of the book with a report of your stable or company or a review on your own past sporting year.

L'Année Hippique Awards

The L'Année Hippique Awards have been "The Oscars of Equestrian Sports" for decades and have been awarded to the world's best events and riders. In 2023, the tradition of the L'Année Hippique Awards will be continued in a renewed form. There will be possibilities to support the awards as a partner.

L'histoire se répète

The first L'Année Hippique was published in 1943 in Switzerland. In 1984 the Dutch publishing house BCM took over the title. In 2016 BCM became part of the German Forum Media Group. This company recently changed its course and is now transferring the title to Gijs Bartels, son of the former publisher Joep Bartels, thus making history repeat itself. Bartels will continue L'Année Hippique from 2023 along with some well-known names from the yearbook's glory days.

The L'Année Hippique team

Publisher: Gijs Bartels

Editor-in-chief: Joep Bartels

Final editing: Denise van der Net

Editorial team: Max E. Ammann (advisor), Kris van Steen, Kim Kreling, Dirk Caremans (photography)

Partnerships/advertisements: Hans Hendriks

Office: Anne Knoop, Esther Tacken



RATES 2023

Advertisement package: Full ad page and 25 books: € 4.500,-*

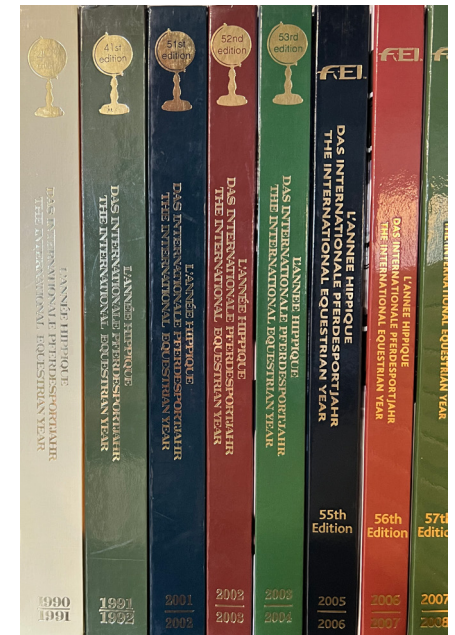
Partnership package: 2 page editorial, full ad page and 50 books: € 9.500,-*

Additional: Personal 'With Compliments' page in front of the book (from 50 books)

Prices per book*

1	€ 55,50
12	€ 52,50
25	€ 50,-
50	€ 47,50
100	€ 45,-

* excluding postage costs



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