



ADVERTISING KIT



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W Welcome to Wellington International

Wellington International is considered one of the most recognizable equestrian venues in the world. Home to the Winter Equestrian Festival, Global Dressage Festival and Annual Series horse shows, Wellington International offers more than 42 weeks of horse shows annually. Our community is comprised of over 55 nationalities and offers unparalleled opportunities to leverage international exposure to a high-income, captivated and motivated audience.

Wellington International is easily accessed from three international airports and offers all the benefits of Palm Beach County including beautiful weather, beaches, culture and sports!





Our Audience

The equestrian audience is unique to all other sporting audiences in the world because it represents many nationalities with one common interest: horses. Equestrians are incredibly loyal consumers and support brands that support the sport they love. Wellington International has a captive audience for more than four months out of the year. Based on the 2025 Economic Impact Report, Wellington International generates more than \$536 million to Palm Beach County.

Whether you are focused on brand recognition, social media and digital activations, VIP hospitality, or supporting specific competitions, we have opportunities that will help you reach your goals.

Wellington International by the Numbers

475,213

Website visitors

55

Countries represented in competition

27 million+

Total page views

76,000+

Facebook Followers

125,000+

Instagram Followers

14,000+

TikTok Followers

8,500+

YouTube Followers
(+173% increase YOY)

6.4 million

Advertising Impressions
(+45.5% increase YOY)

The Wellington International Difference

Wellington International is unlike any other horse show facility in the world. 42 weeks each year, we offer competition for every level of rider from Olympic athletes to children who are just learning to ride. The event is so popular that Wellington is known world-wide as the “Equestrian Capital of the World,” and is frequently cited in major publications like Forbes, Vanity Fair, and The Wall Street Journal.

Why Advertise with Us?

- Enhanced digital presence with more than 3 million advertising impressions.
- Targeted social media advertising to reach our 240,000+ followers.
- Email advertising to our 40,000+ email subscribers.
- Ad inclusions in publications that have an average circulation of more than 5,000.



Print Advertising Rates

Publication	Inside Cover	Inside Back Cover	Back Cover	2-page Spread	Full Page	1/2 page	1/4 page
WEF Prize List (artwork due Nov.1)	Not Available	\$6,500	\$8,000	\$3,675	\$2,100	\$1,470	\$840
WEF Souvenir Program (artwork due Nov.1)	Not Available	\$8,500	\$10,000	\$4,714	\$2,677	\$2,073	Not Available
AGDF Souvenir Program (artwork due Nov.1)	Not Available	\$4,700	Not Available	\$2,730	\$1,575	\$1,125	\$750
AGDF Times	Not Available	Not Available	Not Available	Not Available	\$1,320	\$ 770	\$495
ESP Spring Prize List	\$3,500	\$2,500	\$4,000	\$1,500	\$ 850	\$ 737	\$615
ESP Summer Prize List	\$2,500	\$1,500	\$3,000	\$ 945	\$ 630	\$ 525	\$367
ESP Fall Prize List	\$3,500	\$2,500	\$4,000	\$1,575	\$ 892	\$ 735	\$577
ESP Holiday Prize List	\$3,500	\$2,500	\$4,000	\$1,575	\$ 892	\$ 735	\$577
Weekly Wire	Not Available	Not Available	Not Available	Not Available	\$1,600	\$1,400	\$800



Advertising Specifications

PROGRAM/PRIZE LIST SPECS

AD SIZES	WIDTH "	x	DEPTH "
Trim Size	8.50	x	11.00
Full Page Bleed	8.75	x	11.25
Full Page Live Area	8.00	x	10.50
1/2 Page (horizontal)	7.25	x	4.75
1/2 Page (vertical)	3.50	x	9.75
1/4 Page (vertical)	3.50	x	4.75
1/4 Page (horizontal)	7.25	x	2.25
1/8 Page (horizontal)	3.50	x	2.25
2-Page Spread	17.00	x	11.00
2-Page Spread with Bleed	17.25	x	11.25

PRE-PRESS REQUIREMENTS

- Artwork must be saved as press ready files, CMYK at 300 dpi in PDF, TIFF, or JPEG format, with crop marks.
- If submitting a Photoshop JPEG or TIFF file with bleed, ensure it is CMYK at 300 dpi with the document size set to 8.75 x 11.25. Live area is .25" inside trim (8 x 10.5) to avoid elements being trimmed off. All fonts must be embedded.
- Line art and bitmap images must be 1200 dpi.
- Build pages to trim size and extend bleed .125" beyond page edge. Keep copy .25" from final trim edge.
- Images should not be enlarged beyond 110% or reduced below 50% in the layout application.
- No Publisher or Corel files accepted.

AGDF TIMES SPECIFICATIONS

AD SIZES	WIDTH "	x	DEPTH "
Full Page	8.00	x	10.00
1/2 Page (horizontal)	7.75	x	4.865
1/2 Page (vertical)	3.75	x	10.00
1/4 Page (vertical)	3.75	x	4.865

WEEKLY WIRE SPECIFICATIONS

AD SIZES	WIDTH "	x	DEPTH "
Full Page	8.00	x	10.00
1/2 Page (horizontal)	7.75	x	4.865
1/2 Page (vertical)	3.75	x	10.00
1/4 Page (vertical)	3.75	x	4.865

PRODUCTION CHARGES

Advertiser must supply digital files or additional charges will apply. Advertiser may be charged for any of the following: design, layout, scans, photographs, line drawings, artwork, color proofs, retouching, typography, and/or client alterations. Design fees available based on evaluation.

PLEASE NOTE

File content remains the responsibility of the sender, Equestrian Sport Productions does not accept responsibility for the final printed result.



Digital Advertising: Website

	Placement & Size	WEF/AGDF per month (assets due Dec. 1)	ESP Annual Series per month (assets due Mar. 1)
Run of Site (ROS)	Leaderboard (728 x 90 px, 320x50 px)	\$3,000	\$2,000

Digital Advertising: Advertorial

	Wellington International
• Website article published (provided by Advertiser) • Single promotion on Facebook with a promoted post. • Story archived under "Featured Articles"	\$4,000

Digital Advertising: Email

	WEF/AGDF per send (assets due Dec. 1)	ESP Annual Series per send (assets due Feb. 1)
eNewsletter Banner Ad (600 x 90 px)	\$1,000	\$ 600

Digital Advertising: Social Media

	WEF/AGDF per month (assets due Dec. 1)	ESP Annual Series per month (assets due Feb. 1)
Facebook Ad (1080 x 1080 px)	\$3,000	\$2,000
Facebook contest (1 Month) or Lead Gen Ad	\$4,000	\$3,000

Advertising Performance

Digital & Media Reach vs. Industry Standard

Wellington International Digital & Media Reach

2026 Season Totals Across Owned & Earned Channels

Social Impressions
90.5% INCREASE
OVER THE PAST YEAR

24M

Total News Reach

4.5M

Website Ad Impressions
45.5% INCREASE
OVER THE PAST YEAR

6.4M

Earned PR Value

\$562K

Social Reach
48.4% INCREASE
OVER THE PAST YEAR

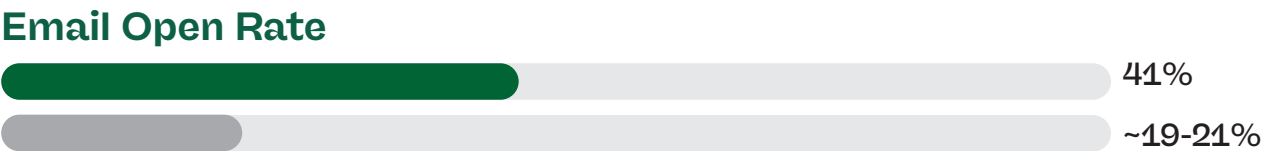
14.1M

Livestream Views

1.4M

Wellington International's Performance vs. Industry Standard

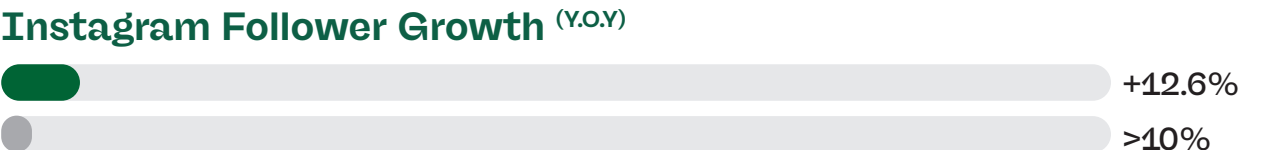
How WEF's audience engagement compares to widely cited 2026 benchmarks



WEF's 41% open rate is roughly double the ~19-21% cross-industry average reported by 2026 email benchmark studies.



GA4 industry guidance considers 55-70%+ a strong engagement rate; WEF's redesigned site substantially exceeds that range.



2026 platform benchmarks describe typical Instagram brand growth as steady mid-single-digits, with Facebook often flat - WEF outpaced both across every channel measured

Digital LED Board Advertising

Take advantage of the Digital LED boards in the International Arena. We are offering this unique opportunity to captivate your audience and boost engagement during our Saturday Night Lights events.

This enhanced platform will allow you to reach more showjumping enthusiasts than ever before both onsite and on our live stream. Put your business name under the lights alongside some of our top international show jumping talent.

Our team will work closely with you to design and implement this unique and eye-catching LED display presence for your brand.

- \$5,000** CSI3* and CSI4* One time promotion during event.
Maximum 60-seconds (day time only)
- \$10,000** CSI3* and CSI4* One week promotion during event.
Maximum 60-seconds (1x daily and one Saturday Night)
- \$20,000** CSI5* One week promotion during event.
Maximum 60-seconds (1x daily and Saturday Night)
- \$100,000** Season long promotion including
Saturday Night Lights events (when applicable).
Maximum 60-seconds

EXCLUDES ROLEX FINALE GRAND PRIX



Destination Wellington



GET IN TOUCH.
Contact our team today to get started!

Advertising@WellingtonInternational.com