

PEGASEBUZZ

THE CREATIVE MEDIA RISING YOUR EQUESTRIAN VIBRATIONS

PRODUCTS *TESTING* & REVIEWS

2020

IN PARTNERSHIP
WITH INSTRUCTORS
& PROFESSIONAL RIDERS

WWW.PEGASEBUZZ.COM



ETHICS AT THE CORE OF HORSE RIDING

PegaseBuzz is the creative media rising your equestrian vibrations to live intensively and in harmony with horses. I do believe in a respectful and sustainable riding, from all disciplines. It is now essential that brands adapt their strategy and their products to enthusiast riders looking for comfort and well-being for their horses and themselves to feel and perform in their sport.

Practising a sport with a horse is a responsibility to the animal and an invaluable chance. Let's start the horse riding of truth and let's our sport take a new vibration.

You share our values? Let's talk!

Roxanne Legendre



COMMUNICATE YOUR EQUESTRIAN VALUES



Our goal?

Make the horse world, equestrian sports and equipments accessible and comprehensible to ensure a respectful and sustainable horse riding, from all disciplines.

EXPERTISE

PegaseBuzz brings a sharp and enlightened look to professional and amateur riders from the perspective of the wellness of both horse and rider, whatever the discipline is.

AUDIENCE

PegaseBuzz targets every curious and passionate rider, sensible to their comfort, focused on the equestrian wellness, and looking for a harmonious relationship with their horse. 70% 18-55 yo, 78% women, 60% French language.

TECHNICAL & PEDAGOGY

We support our product feedbacks on a technical equestrian pitch and a vocabulary that fit the targeted audience. We collaborate with technical experts and pro riders to ensure credibility and legitimacy.

ENHANCE YOUR PRODUCTS WITH PASSIONATE RIDERS



FORMATS

VIDEO

from
3200€

EDITO

from
800€

STORIES

from
500€

PACK

from
1150€

SUPPORTS

PEGASEBUZZ

website & mobile app +70 000 views/month
+2 600 000 page views

SOCIAL MEDIA

Instagram +20K followers
Facebook +165K followers
Messenger +2500 professional contacts
LinkedIn +4000 professional contacts worldwide

CONTACT

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PRODUCT TESTING & REVIEWS

Video - 3200€

Article - 800€

Article photoshooting included - 1200€

(photos free from reproduction for your web and print supports)

Story - 500€

Give Away Testers Facebook & Instagram - 550€

Insert in Newsletter (+70% opening rate) - 550€

Dedicated Newsletter (+70% opening rate) - 950€ instead of 1500€ (until March 2020)

PACKS

GOLD *1 month visibility*

Article + Story - 1150€ instead of 1300€

Article + Insert - 1200€ instead of 1350€

Article + Give Away - 1200€ instead of 1350€

PREMIUM *2 months visibility*

Article + Story + Insert - 1480€ instead of 1850€

Article + Story + Give Away - 1480€ instead of 1850€

Article + Newsletter - 1840€ instead of 2300€

Option: Photoshoot - 400€

PREMIUM+ (+ photoshoot offered) *3 months visibility*

Video + Article - 3600€ instead of 4000€

Video + Article + Story or Give Away + Insert - 4080€ instead of 5100€

Video + Article + Story + Give Away + Newsletter - 4900€ instead of 6550€

RECALL

1 story = 5 pages published on Instagram, Messenger and Facebook PegaseBuzz page.

Articles are published on www.pegasebuzz.com and PegaseBuzz mobile app for life, and relay on Facebook, Instagram, Twitter, Pinterest and LinkedIn.

Videos are published on Youtube, Facebook and IGTV for life.

ALL YEAR COMMUNICATION

**Communicate all year with PegaseBuzz and
take advantage of our discounts!**

*2 GOLD Packs -5%
3 GOLD Packs -10%
4 GOLD Packs -15%
5 GOLD Packs -20%*

*2 PREMIUM Packs -5%
3 PREMIUM Packs -10%
4 PREMIUM Packs -15%
5 PREMIUM Packs -20%*

*2 PREMIUM+ Packs -5%
3 PREMIUM+ Packs -10%
4 PREMIUM+ Packs -15%
5 PREMIUM+ Packs -20%*

*You can also mix GOLD, PREMIUM & PREMIUM+ packs together to enjoy the
same benefits.*

THEY TRUST US

