

# White Horses

— THE SEA HAS STORIES —

...BECOME PART OF THEM

An elevated print experience.

In this evolving media landscape, a print publication must be highly refined, carefully curated and have a special purpose or meaning that endears it to its audience. White Horses achieves this by taking a **contrarian approach** while looking at surfing through a unique lens.

As digital content settles into a shorter and faster format, the White Horses path is more **considered and slower**. This may seem counter intuitive in this day of digital ubiquity, but we're successful exactly because we offer an **antidote to the frenetic pace of the technological age** we live in. Where digital content is a quick sugar hit, White Horses offers a nourishing and luxurious experience, embodied in our unique oversized format.

White Horses is **idealistic and timeless**; a dreamer reflecting on and celebrating adventure and creativity, and giving voice to the people who live their lives in and around the ocean, hence the bi-line, The Sea Has Stories. **Our readers are affluent, quality conscious consumers** who, by purchasing the country's most expensive surf mag, demonstrate they **recognise quality and are prepared to pay for it**. These are exactly the customers you're looking for.





White Horses readers have a broader interest in all that surfing offers – culture, adventure, creativity and environment. They are **passionate disciples** who consider it to be to be the best surf mag in the world. Here's what two readers from opposite ends of the reader spectrum, have to say.



*“White Horses is a beautifully crafted magazine. Its quality on all levels surpasses everything else in publishing today.”*  
– Albe Falzon, creator Morning of the Earth.

*“Many don’t understand that beyond the teen veneer of ‘surf’ culture lies an incredibly diverse population – from CEOs to cleaners – people who live and love the beach lifestyle. White Horses captures this demographic with more authenticity and effectiveness than anything else on the market.”* – Paul Donaldson, Sales Director, Carlton United Breweries



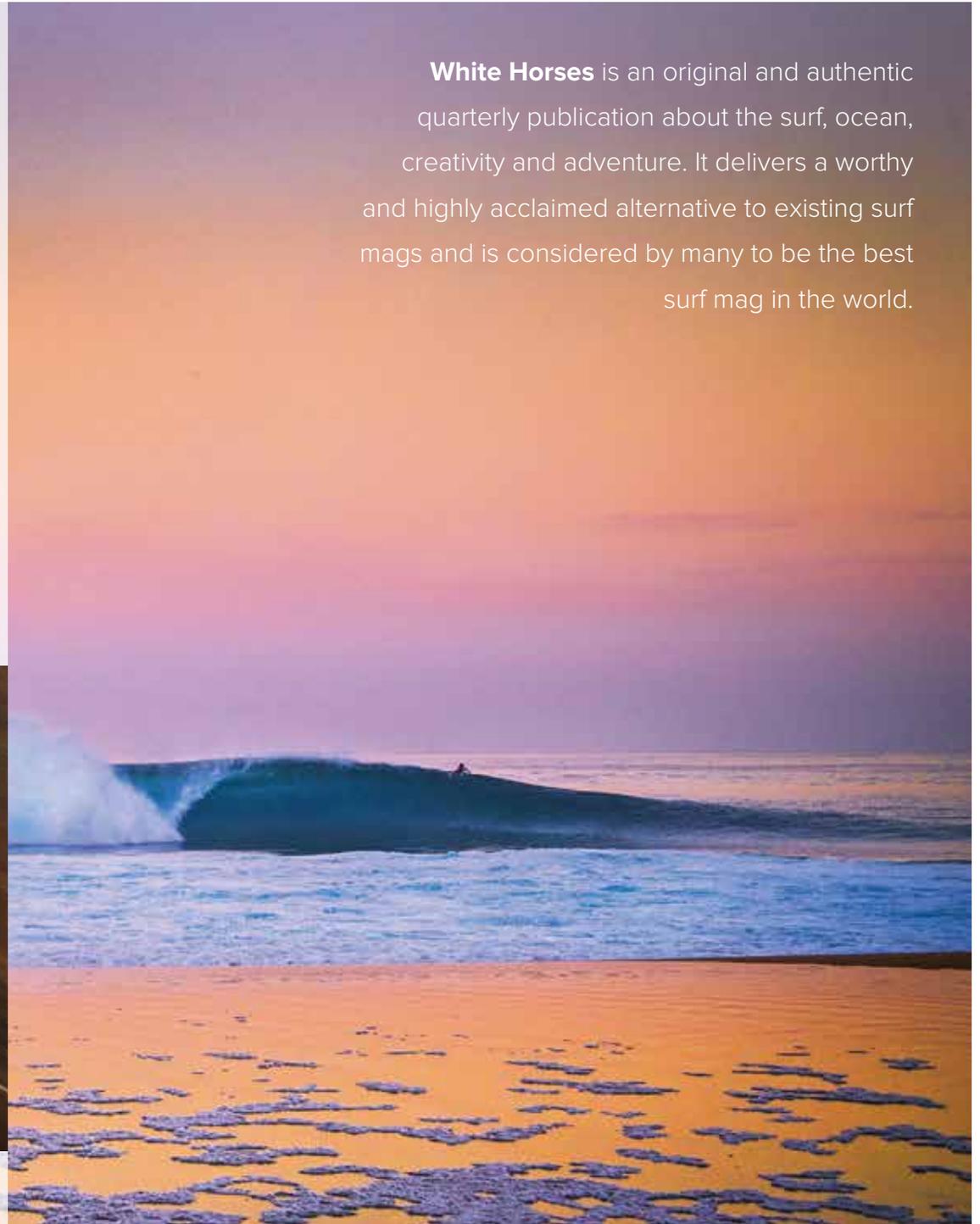
## Advertising rates

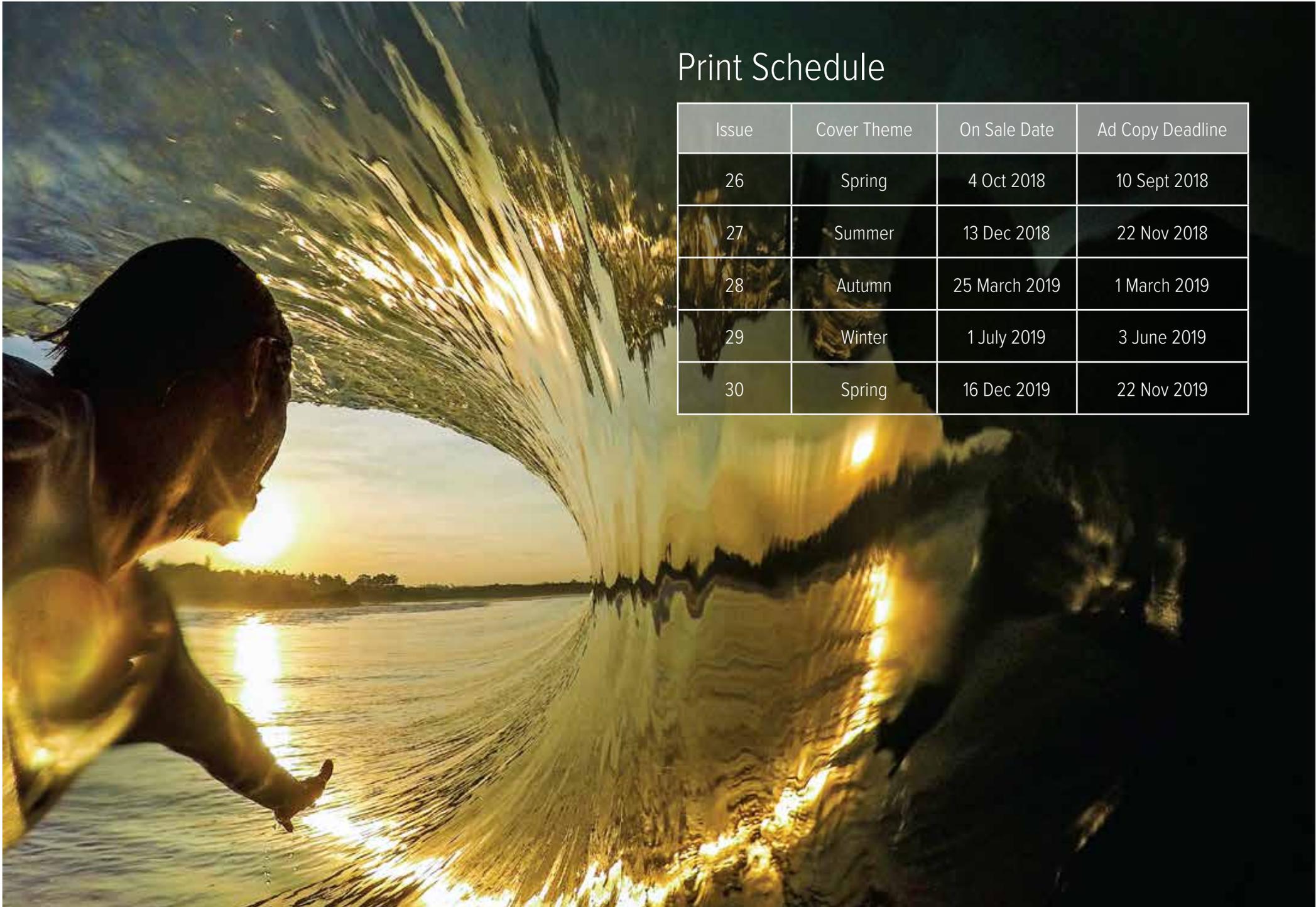
White Horses is a premium quality quarterly coffee table style magazine, released in **April, July, September, December.**

We also produce a digital replica edition. Both are supported by a website, facebook and Instagram account. A growing distribution of 5,000, White Horses is sold mostly in Australia but loved and respected the world over.

Advertising is priced at **\$2,000** + GST per page, advertising space is **limited to 10%** of the book.

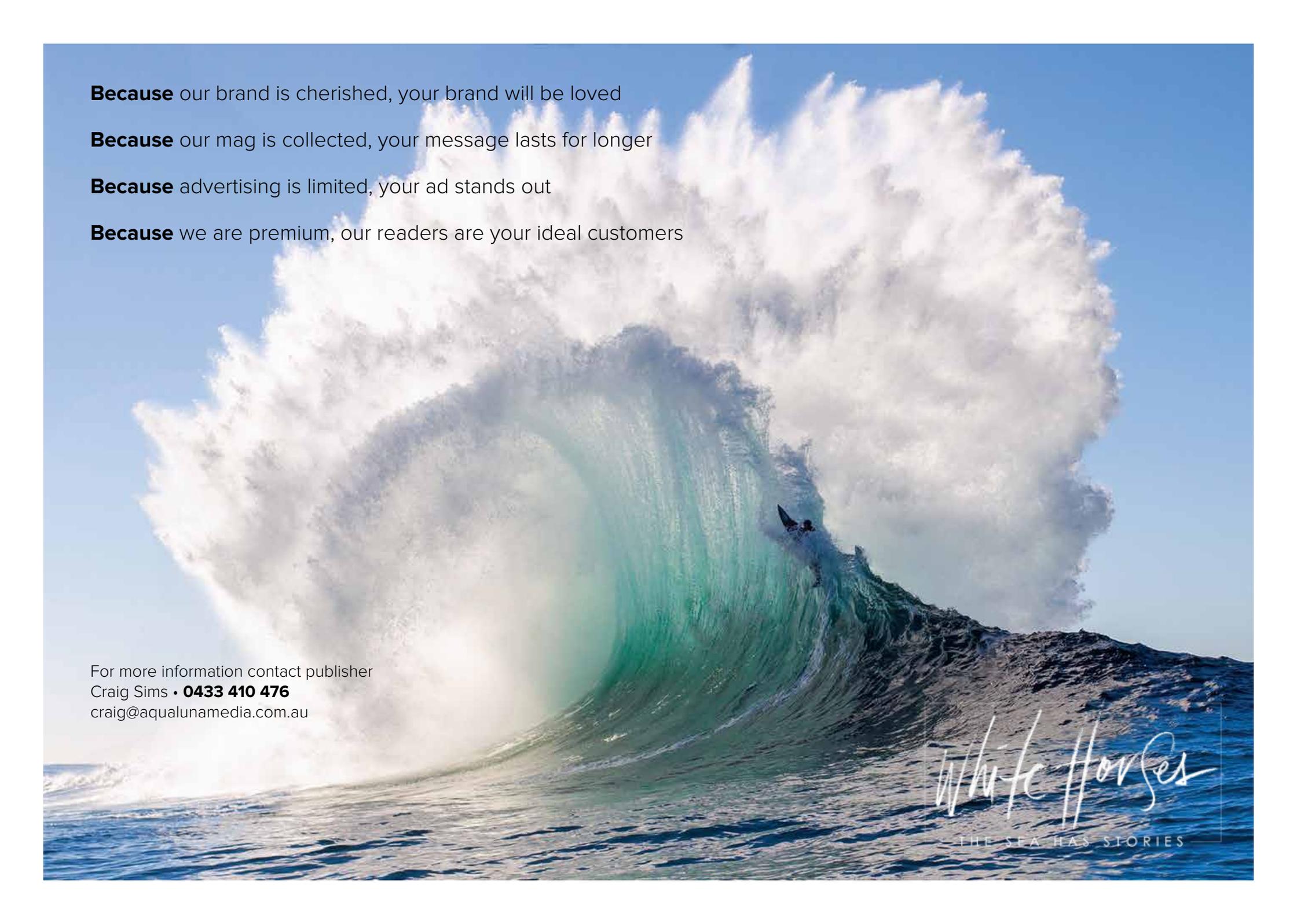
**White Horses** is an original and authentic quarterly publication about the surf, ocean, creativity and adventure. It delivers a worthy and highly acclaimed alternative to existing surf mags and is considered by many to be the best surf mag in the world.





## Print Schedule

Issue	Cover Theme	On Sale Date	Ad Copy Deadline
26	Spring	4 Oct 2018	10 Sept 2018
27	Summer	13 Dec 2018	22 Nov 2018
28	Autumn	25 March 2019	1 March 2019
29	Winter	1 July 2019	3 June 2019
30	Spring	16 Dec 2019	22 Nov 2019



**Because** our brand is cherished, your brand will be loved

**Because** our mag is collected, your message lasts for longer

**Because** advertising is limited, your ad stands out

**Because** we are premium, our readers are your ideal customers

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