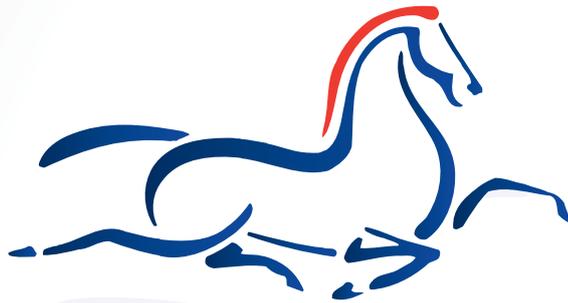


EQUESTRIAN MANAGEMENT
CONSULTANTS LTD

— EMC PR —



EMC PR

For a professional communications and PR service as and when you need it

EMC PR is a brilliant, new communications service from the organiser of BETA International. It delivers powerful, professional PR for your company as and when you need it. There are no binding contracts or costly monthly retainers – just a simple, honest-to-goodness arrangement where we create compelling and engaging editorial for you on request.

Who are we?

We are owned by Equestrian Management Consultants (EMC), the commercial branch of the British Equestrian Trade Association and organiser of BETA International, the world's leading trade fair for equestrian, country clothing, outdoor and pet products.

This fabulous pedigree puts us right in the heart of the equestrian industry on a ringside seat. We not only talk the talk – we walk the walk and love nothing more than helping companies to get the recognition and reward they deserve.

EMC is also publisher of *Equestrian Trade News* and the *Trade Suppliers Directory*, and owner of the online *British Equestrian Directory*.

How we work

EMC PR works in partnership with you. Tell us what you want to shout about and we'll take the information and translate it into fresh, vibrant copy for press releases, features and promotional literature.

Our PR experts make sure that the specially generated copy ticks all the right boxes, has enough bells and whistles to make it stand out from the crowd and arrives smack, bang on target. When you need our help, we're here with crisp, accurate copy on request – quite literally, PR to go, a professional communications service just when you need it.

How we can help you

Great. You've got an exciting new product or service that you want to flag up to prospective customers and a press release that is polished and professional is just what is called for. It goes without saying that punctuation and grammar are taken as read. You need written copy to include all the right information and be structured in such a way that it whets the appetite and helps to secure those precious column inches.

We make this happen. Our PR specialists, with their fantastic range of media knowledge and contacts, work with you to ensure it does. Following an over-the-phone briefing from you, they will rustle up the required wording for your approval. It's as simple as that.

The cost

We pride ourselves on keeping the EMC PR service clear and transparent – and that goes for our pricing, too.

Our Standard Press Release costs £125 plus VAT and includes the following:

- A telephone briefing.

- A written press release (up to one side of A4) with a boiler plate (paragraph of information about your company at the bottom of the release).

- Caption to one supplied photograph if required.

- One proof and one set of amendments before receiving your final approval.

Extras: Additional changes cost £25 plus VAT and our distribution of your press release to agreed media lists is £25 plus VAT.

A bespoke service

At EMC PR, every aspect of our work highlights our belief in delivering integrity, excellence and value. That's true whether we're whipping up a short press release or when we're called on to create something a little more substantial.

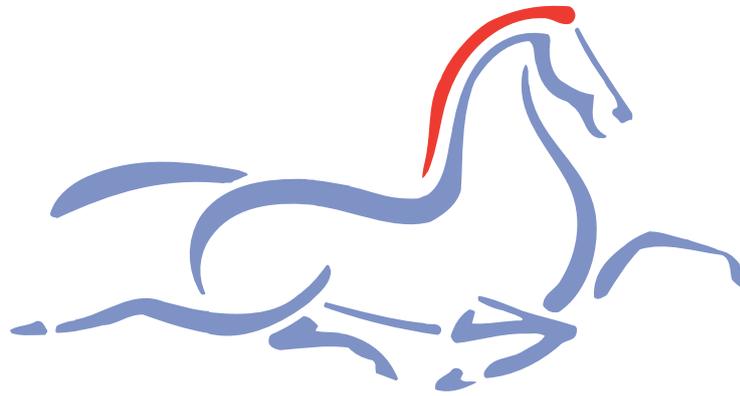
Perhaps you need a beautifully crafted feature, some elegant lines for your latest brochure or you're looking for some punchy, powerful prose to slide into a hard-hitting advertorial. As experts in the field of PR and communication, we can tailor our impressive writing skills to suit your needs – with bespoke packages complete with individual price tags.

Get in touch

If you like what we do and would like to know more, please get in touch with James Palmer for a no-obligation chat.

Telephone: +44 (0)1937 582111

Email: jamesp@beta-int.com.



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