



Magazine and digital media pack 2021

BRITISH
Eventing
LIFE

THE OFFICIAL MAGAZINE FROM
 **BRITISH
EVENTING**

About British Eventing

British Eventing is the national governing body for the sport in Great Britain. Eventing is a unique combination of all the disciplines of dressage, cross country and show jumping in one exciting activity. It's a sport that engages all ages and provides equal opportunities to compete.

British Eventing regulates and schedules more than 180 events throughout Britain that cater to nearly 94,000 entries per season (Mar-Oct), plus pre-season competitions in the winter.

It has more than 15,000 members and caters for riders from grassroots to those performing at international level. To deliver the sport on a national basis to the highest standard, British Eventing trains hundreds of volunteers, officials, riders and technical support teams. This has resulted in winning European teams at Pony, Junior and Young Rider level, as well as Olympic and World Championship teams at Senior level.

THE AUDIENCE

British Eventing has the highest ABC demographic participation sport in Britain.

- **Over 30%** of riders are aged *between 14 and 26.*
- *Average age is 35.*
- **85%** of the audience is female.



About British Eventing



AUDIENCE STATISTICS¹

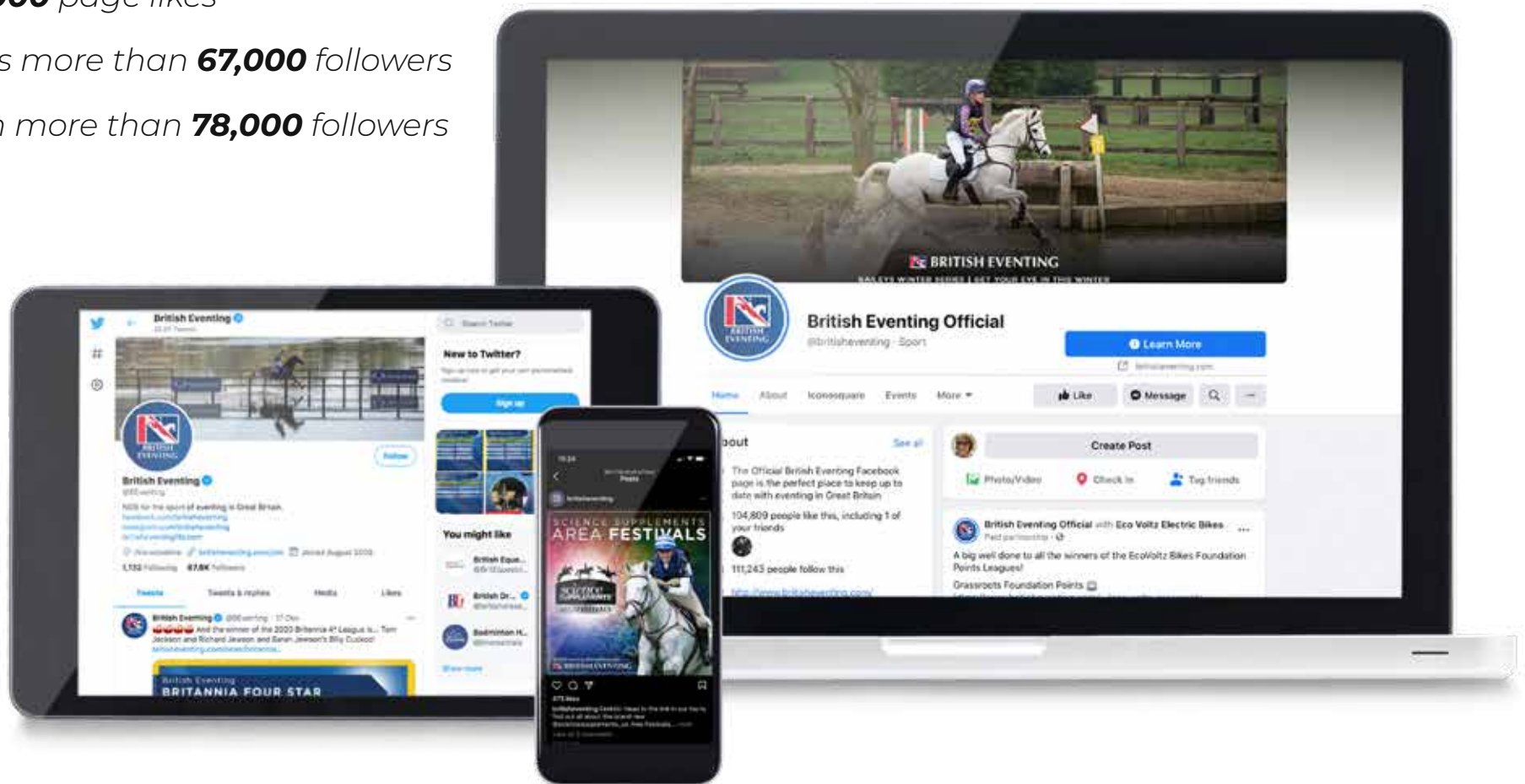
- **85%** spend up to £1,000 per year on equestrian fashion.
- **72%** spend up to £1,000 per year on tack and equipment.
- **80%** spend up to £3,000 per year on nutrition.
- **95%** spend between £500 and £3,000+ on equestrian activities.
- **85%** own a dog.
- **60%** said that if a sponsor supports British Eventing it raises their opinion of the sponsor²
- **52%** stated that if a sponsor supports British Eventing, it makes them more likely to purchase their product³
- **£4.3bn:** The estimate of gross spending in the sector⁴

Source:¹BE reader survey 2017; ²Two Circles research, 2017; ^{3,4}Two Circles research, 2015

About British Eventing

SOCIAL MEDIA

- *The British Eventing Facebook has more than **100,000** page likes*
- *Twitter has more than **67,000** followers*
- *Instagram more than **78,000** followers*



About British Eventing Life magazine



British Eventing Life is the official magazine for British Eventing, mailed to British Eventing members' home addresses four times per year, in spring, summer, autumn and winter.

As a popular member benefit, the magazine contains must-have information – indeed, 87% of readers feel it is relevant for their equestrian interests. *British Eventing Life* is an enjoyable read that reflects the passion, commitment and lifestyle the members have.

Features include coverage of the key events in the calendar, rider profiles and interviews, expert views and advice, dedicated training pages and national and international news – 90% of readers think the quality of the content is good/very good.

Advertising in *British Eventing Life* gives unrivalled access to regular eventers, active riders and equestrian enthusiasts who have high disposable incomes to support participation in this high-profile sport. A variety of opportunities are available, from display advertising to section and feature sponsorships, to inclusion in editorial themed spreads.

MAIN FACTS

- Mailed to members' and subscribers' homes.
- **12,800** printed per issue, plus more than 3,300 Day Pass members can access the magazine online.
- Read by riders, volunteers, organisers, supporters, owners and enthusiasts.
- **Circulation: 10,500** printed copies on average.
- **Readership:** in excess of **48,000** per issue.
- **Frequency:** four times per year; spring, summer, autumn, winter

Advertising artwork specification for print


ALL AD MEASUREMENTS ARE WIDTH BY HEIGHT AND SHOULD BE SUPPLIED AS HIRES PDFs WITH 5MM BLEED



Struggling to fit both you and your horse?
Saddle slipping?
Needing a narrow twist?
Tapping out poles? But you have a wide horse?
Forward girth groove?
Not over the back?
Huge shoulders?
Asymmetry?
Horse changing shape?
Sensitive back?



...Or would you simply like to have a happier, freer-moving horse along with a secure, effective seat in a comfortable saddle with TRUE & TOTAL adjustability? We'd love to show and tell you more.

www.wowsaddles.com |    | 01227 831614

WOW
SADDLES 

Full single page: 210 x 297mm plus bleed

Half single page:

Horizontal 183 x 130mm plus bleed

Vertical 89 x 264mm plus bleed

Double page spread: 420 x 297mm plus bleed

- Keep all critical information and logos 10mm from the page trim
- Artwork should be supplied as CMYK only
- Image resolution should be an effective PPI of 300 minimum
- Artwork to be sent to production@thebrightmediaagency.com

PLEASE NOTE

To ensure your advert is reproduced as accurately as possible the artwork **MUST** be supplied in CMYK.

If artwork received includes RGB or spot colours, we will convert to CMYK in Adobe Photoshop. This will provide a high-quality advert but text and vector graphics will inevitably lose sharpness to a degree. We also cannot guarantee colour integrity with regard to spot colour conversion.

We will allow a certain amount of tolerance with regard to image resolution but if we feel that quality is compromised we will ask for the ad to be resupplied.

Print advertising rate card

	Size in mm (width x height)		Rate
Premium positions			
<i>Outside back cover</i>	Bleed size 216 x 303	Trim size 210 x 297	£2,774
<i>Inside front cover</i>	Bleed size 216 x 303	Trim size 210 x 297	£2,548
<i>Inside back cover</i>	Bleed size 216 x 303	Trim size 210 x 297	£2,352
Inner pages			
<i>DPS</i>	Bleed size 426 x 303	Trim size 420 x 297	£3,332
<i>Full page</i>	Bleed size 216 x 303	Trim size 210 x 297	£1,960
<i>Half-page horizontal</i>		Trim size 183 x 130	£1,077
<i>Half-page vertical</i>		Trim size 89 x 264	£1,077
<i>Quarter page</i>		Trim size 89 x 130	£588
<i>Classified 1/8 page</i>		Trim size 989 x 62.5	£324
Special options			
<i>Gatefold cover</i>	Please enquire		POA
<i>Bellyband, spreadmarker</i>	Please enquire		POA
<i>Loose or bound inserts</i>	Please enquire		POA

SPONSORSHIP AND SPONSORED FEATURES

A variety of print and digital sponsorship packages are available across three, six and 12 months to cover platform and channel sponsorships, and individual features (including video).

Based on the knowledge of our audience and their interests across print and digital platforms we can work with you closely to craft bespoke approaches that align closely with your marketing aims and strategies

CONTACT

For a conversation in more detail about all our advertising and sponsorship options, please contact:

Sally James

Tel: 07514 623 564

Email: sally@thebrightmediaagency.com

 The Bright Media Agency, The Old Bank,
2 Cross Street, Enderby, Leicestershire LE19 4NJ

British Eventing website

In 2020, per month on average the British Eventing website had:



600,000 users



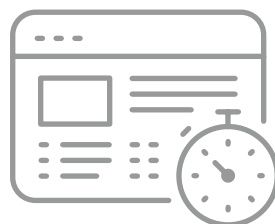
725,000 sessions



1.2 million page views



5.22 pages visited on average per session, versus the sporting average of 3.61



4m 20s, the average duration of a session vs the UK sporting average of 2m 11s2

Source: ^{1,2} Two Circles research, 2017

RATE CARD

MPU (300px (w) x 250px (h)) Rate

One month	£850
Three months	£1,900
Six months	£3,500
Twelve months	£6,000

Adverts will rotate across the website, including the homepage, to give an equal share of the page impressions available to every advertiser.

CONTACT

For a conversation in more detail about British Eventing website options, please contact:

Sally James

Tel: 07514 623 564

Email: sally@thebrightmediaagency.com



The Bright Media Agency, The Old Bank,
2 Cross Street, Enderby, Leicestershire LE19 4NJ

www.britisheventinglife.com

The British Eventing Life website is the digital home of British Eventing Life magazine. British Eventing members and eventing enthusiasts at all levels will find all of the magazine content they love here in digital form, plus additional online content only.

Along with content from the magazine, providing expert advice and opinions on horse care, training and competition tips, horse and rider health and fitness, event guides, product reviews, lifestyle features and much more, the website also brings visitors unique video interviews and features.

WEBSITE ADVERTISING AND CONTENT OPTIONS

Alongside a range of display advertising options, the website also offers brands unmissable opportunities to engage with the readership through content, including video. See page 13 and contact us for further information and a discussion about the bespoke options we can offer to maximise your messaging.



www.britisheventinglife.com

THE AUDIENCE

Location



86% of britisheventinglife.com visitors are based in the UK

Gender

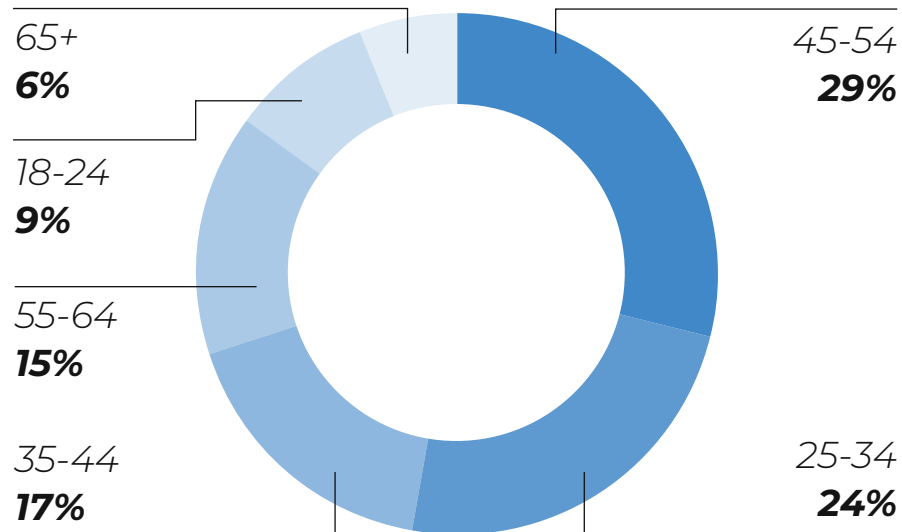


Female
90%



Male
10%

Age



Source: Two Circles research

Top interests

- Food and drink/cooking
- Pets
- Outdoor activities
- Sport and fitness

■ **53%** of the British Eventing audience are from the most upmarket socio-economic groups

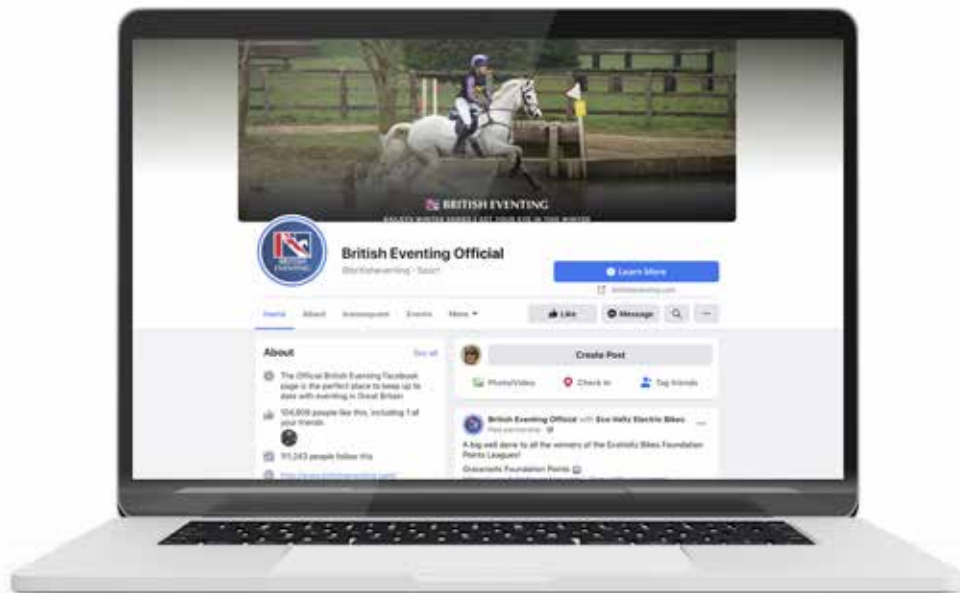
■ **53%** of fans have a more favourable opinion of brands partnering with British Eventing

■ **36%** are more likely to buy from sponsors

www.britisheventinglife.com

REACH AND ENGAGEMENT

British Eventing Life content is one of the most engaged with post types on the BE social channels, with access to an audience of more than 245,000 across British Eventing Facebook, Twitter and Instagram accounts.



On Facebook alone, British Eventing Life content has produced:

- Reach of more than **24 million**
- More than **36 million** impressions
- More than **2 million** engaged users
- An average engagement rate of **8%** (double the average engagement rate of the BE Facebook page)



21,500 shares



293,000 likes



33,000 comments

www.britisheventinglife.com digital artwork

SPECIFICATIONS

- Artwork should be supplied as RGB, no spot colours to be used
- Image resolution should be an effective PPI of 150
- Dimensions: according to those given in rate card
- File formats: .jpg, .png or .gif (including animated .gif, max 1MB file size)
- Artwork to be sent to production@thebrightmediaagency.com



www.britisheventinglife.com rate card

Option	Position	Duration	Desktop Dimensions	Mobile Dimensions	Rate
Display adverts					
<i>Billboard</i>	Top of homepage	Month	970px (w) x 250px (h)		£400
<i>Large leaderboard</i>	Mid-homepage	Month	970px (w) x 90px (h)	300px (w) x 50px (h)	£275
<i>Half page</i>		Month	300px (w) x 600px (h)		£250
<i>Homepage MPU</i>		Month	300px (w) x 250px (h)		£175
<i>Advert design service</i>					POA
Sponsorships					
<i>Headline sponsorship</i>		Please enquire	Various		POA
<i>Sponsored channel</i>		Please enquire	Various		POA
<i>Sponsored feature</i>		Please enquire	Various		POA
<i>Sponsored feature (inc. video)</i>		Please enquire	Various		POA

CONTACT

For a conversation in more detail about British Eventing Life website options, please contact:

Sally James

Tel: 07514 623 564

Email: sally@thebrightmediaagency.com



The Bright Media Agency, The Old Bank, 2 Cross Street, Enderby, Leicestershire LE19 4NJ

British Eventing e-newsletter advertising

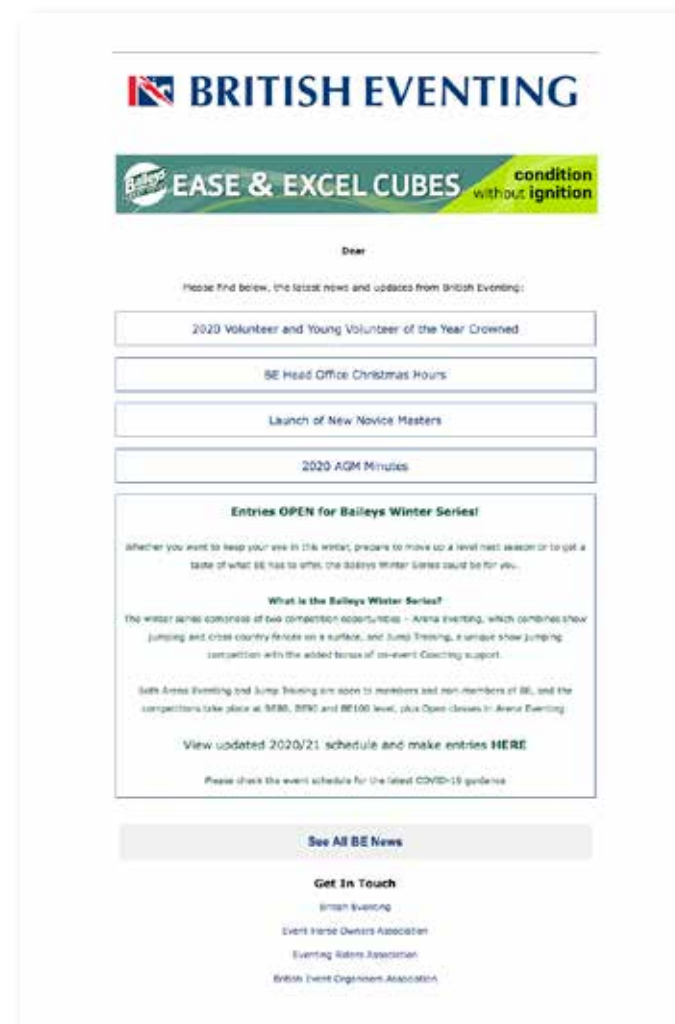
BRITISH EVENTING WEEKLY MEMBER UPDATES

All the latest news from British Eventing:

- Emailed to approximately **26,000** subscribers each week.
- Sent out **every Friday**
- Average open rate **32%**.

RATE CARD

Leaderboard	600px (w) x 80px (h)	Rate per edition
One edition		£585
Four editions		£525
Eight editions		£470
Twelve editions		£435
Mini skyscraper	120px (w) x 270px (h)	Rate per edition
One edition		£525
Four editions		£440
Eight editions		£375
Twelve editions		£320



British Eventing e-newsletter advertising

BRITISH EVENTING LIFE NEWSLETTER

Content-based newsletter dedicated to specific seasons/topics targeted to the eventing community. Ability to promote sponsored features, products and/or offers:

- Mailed to a database of approximately **20,000** subscribers.
- More than **15,000** recipients are actively competing and engaged members.
- Average open rate of British Eventing newsletters is **32%**.

RATE CARD

Leaderboard

728px (w) x 90px (h) £585

Large placement

Four-word title,
max 30 words, image, URL £275



SOLUS EMAILS

A premium opportunity to communicate your message only to a British Eventing marketing database of 20,000 recipients.

RATE CARD

One solus email £2,000

CONTACT

For a conversation in more detail about Handbook options, please contact:

Sally James

Tel: 07514 623 564

Email:

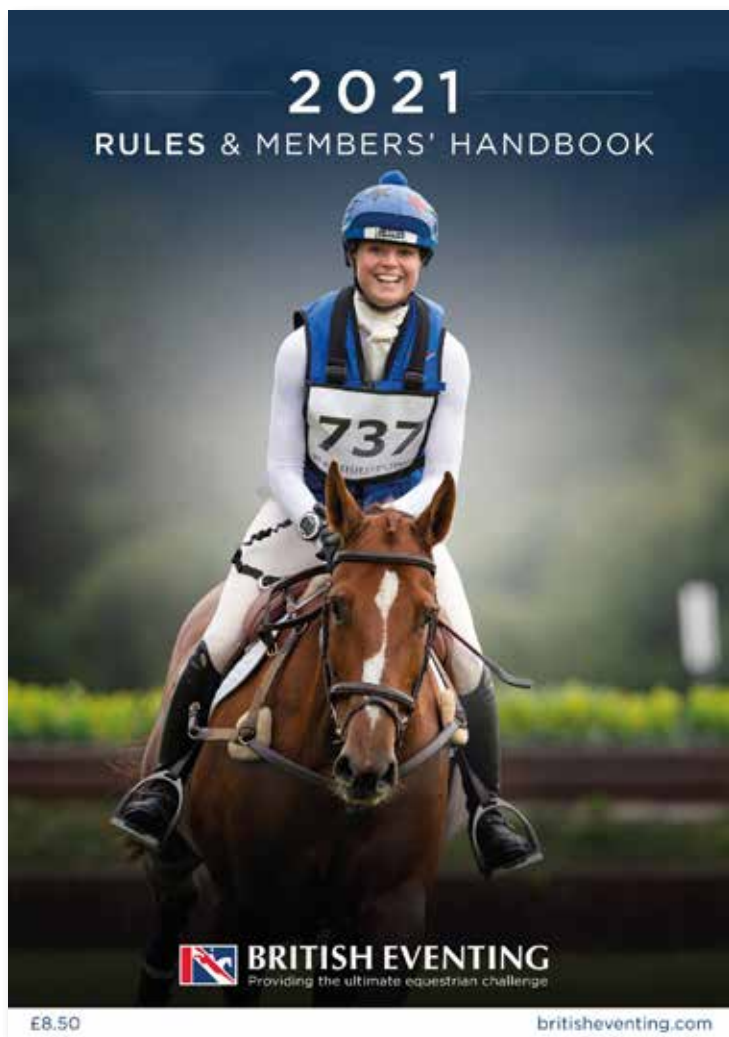
sally@thebrightmediaagency.com



The Bright Media Agency,

The Old Bank, 2 Cross Street, Enderby,
Leicestershire LE19 4NJ

British Eventing Members' Handbook



ABOUT THE HANDBOOK

The British Eventing Rules and Members' Handbook is an annual publication.

Its purpose is to improve and maintain standards of eventing, while encouraging members of all standards and at all levels to enjoy fair competition over safe and attractive disciplines.

- Annual publication.
- Sent on request to British Dressage and Showjumping judges.
- Available to download digitally from the British Eventing website or purchase in hard copy online.
- Limited advertising positions in carefully selected areas of the publication.

RATE CARD

Bleed size

158 x 210, trim size 148 x 210

<i>Full page</i>	£1,495
<i>Outside back cover</i>	£2,195
<i>Inside front cover</i>	£2,045
<i>Inside back cover</i>	£1,895

CONTACT


For a conversation in more detail about Handbook options, please contact:

Sally James

Tel: 07514 623 564

Email:

sally@thebrightmediaagency.com

 The Bright Media Agency,
The Old Bank, 2 Cross Street, Enderby,
Leicestershire LE19 4NJ

British Eventing annual view

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
<i>Magazine</i>			■			■			■			■
<i>Handbook</i>											✓	✓
<i>BE website</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>BE Life website</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>BE newsletter</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>BE Life newsletter</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Key: ■ Spring issue; ■ Summer issue; ■ Autumn issue; ■ Winter issue;

CONTACT

For a conversation in more detail about all of our advertising and sponsorship options, please contact:

Sally James

Tel: 07514 623 564

Email: sally@thebrightmediaagency.com



The Bright Media Agency, The Old Bank, 2 Cross Street, Enderby, Leicestershire LE19 4NJ

Terms & conditions

1. INTERPRETATION

1.1 Definitions:

Bright Media: The Bright Media Agency Limited incorporated and registered in England with company number 09185239 whose registered office is at First Floor, The Old Bank, 2 Cross Street, Enderby, Leicestershire, United Kingdom, LE19 4NJ.

Client: the person, firm or company that places an Order for Services with Bright Media.

Customer Materials: any and all materials, documents, records, research, photography, logos, designs, or other property (including all Intellectual Property rights therein) belonging to the Client, which are provided to Bright Media by or on behalf of the Client.

Contract: the contract between the Client and Bright Media for the supply of the Services in accordance with the Order and these terms and conditions.

Deliverables: all copy, layouts, artwork, storyboards, presentations, drawings, documents, charts, graphics, photographs, films and/or other materials created or produced by or on behalf of Bright Media for the Client in the course of providing the Services, on any media.

Fees: the fees for the Services as agreed in the Order.

Intellectual Property Rights: patents, rights to inventions, copyright and related rights, trade marks, business names and domain names, rights in get-up goodwill and the right to sue for passing off, rights in designs, database rights, rights to

use and all other intellectual property rights, in each case whether registered or unregistered and including all applications and rights to apply for and be granted, renewals or extensions of, and rights to claim priority from, such rights and all similar or equivalent rights or forms of protection which subsist or will subsist now or in the future in any part of the world.

Order: the Client's order for the Services as set out in the Client's written acceptance of Bright Media's quotation or the Client's purchase order form.

Services: the advertising services to be provided by Bright Media to the Client as set out in the Order.

Third-Party Fees: fees payable by Bright Media to third parties relating to the provision of the Services which are not included in the Fees.

VAT: value added tax chargeable under the Value Added Tax Act 1994.

1.2 A reference to a statute or statutory provision is a reference to it as amended, extended or re-enacted from time to time.

1.3 A reference to writing or written includes fax and email.

2. ADVERTISING SERVICES

2.1 Bright Media shall supply the Services to the Client in accordance with the Contract.

2.2 In supplying the Services, Bright Media shall:
(a) perform the Services with reasonable care and skill;
(b) ensure that the Deliverables, and all goods, materials, standards and

techniques used in providing the Services are of satisfactory quality and are fit for purpose;
(c) take reasonable care of all Customer Materials in its possession and make them available for collection by the Client on reasonable notice and request.

2.3 The Client accepts that Bright Media will not be liable if it is not able to perform the Services or publish any advert as part of the Services in the exact position, edition or time agreed in the Order. For the avoidance of doubt, time for performance of the Services shall not be of the essence.

3. THE CONTRACT AND DURATION OF THE CONTRACT

3.1 An order for Services placed by the Client constitutes an offer to purchase the Services in accordance with these terms and conditions. The Client's order shall only be deemed to be accepted when Bright Media issues written acceptance of the Order or Bright Media performs the Services at which point the Contract shall come into existence.

3.2 For the avoidance of doubt, a quotation given by Bright Media shall not constitute an offer to supply Services.

3.3 The Contract shall continue, unless terminated earlier in accordance with these terms, until the Services have been completed.

4. AMENDMENTS TO SERVICES

4.1 The Client may request, and Bright Media may recommend, a change to the Services (a Change) in writing at

any time before publication of an advert or before the Services have been completed. Bright Media will inform the Client of any effect on the Fees as a result of the Change. If the Change is accepted by both parties, full details of the Change shall be agreed in writing and signed by both parties.

5. CLIENT OBLIGATIONS

5.1 The Client shall co-operate with Bright Media and shall provide to Bright Media, at Bright Media's request, such information concerning the Client and the Client's requirements in respect of the Services as is reasonably necessary to enable Bright Media to perform the Services.

5.2 It is the Client's sole responsibility to ensure that the details of the Order and all information provided to Bright Media are accurate and complete in all material respects.

5.3 The Client shall ensure that all Customer Materials requested or required by Bright Media for the provision of the Services are provided within any deadlines communicated by Bright Media.

5.4 If the Client is acting on behalf of a third party, the Client warrants that it has the authority and requisite power to enter into this agreement on behalf of that third party.

5.5 If Bright Media's performance of its obligations under the Contract is prevented or delayed by any act or omission of the Client, its agents, subcontractors, consultants or employees, Bright Media shall:
(a) not be liable for any costs, charges or

losses sustained or incurred by the Client that arise directly or indirectly from such prevention or delay;

(b) be entitled to publish an advert previously published by Bright Media on behalf of the Client in the event that the Client fails to comply with clause 5.3;

(c) be entitled to payment of the Fees despite any such prevention or delay; and
(d) be entitled to recover any additional costs, charges or losses Bright Media sustains or incurs that arise directly or indirectly from such prevention or delay

6. SERVICE STANDARDS

6.1 If at any time, in Bright Media's reasonable opinion, the Customer Materials provided for the purposes of the Services do not comply with the requirements of this agreement or are not of a suitably high standard, Bright Media may notify the Client and the Client shall resubmit the Customer Materials. If the revised Customer Materials, in the reasonable opinion of Bright Media, still do not comply with the requirements of this agreement and/or are otherwise not of a suitably high standard, Bright Media shall notify the Client that either:

(a) Bright Media terminates the Contract, in which case Bright Media shall be entitled to charge any Fees and Third-Party Fees incurred in respect of the Services or Deliverables supplied prior to the date of termination; or
(b) Bright Media will publish an advert previously published by Bright

Terms & conditions

Media on behalf of the Client and Bright Media will be entitled to charge the Fees and Third-Party Fees agreed in the Order.

7. FEES

7.1 In consideration for the provision of the Services, the Client shall pay the Fees to Bright Media. For the avoidance of doubt any Fees agreed for the Services shall not determine or influence the fees chargeable by Bright Media for other or future services.

7.2 All amounts payable by the Client exclude amounts in respect of value added tax (VAT), which the Client shall additionally be liable to pay to Bright Media at the prevailing rate (if applicable), subject to receipt of a valid VAT invoice.

7.3 The Client shall reimburse Bright Media for all Third-Party Fees that have been incurred by Bright Media and approved by the Client in advance.

7.4 Bright Media shall submit invoices for the Fees plus VAT if applicable and Third-Party Fees to the Client when the relevant issue of the magazine goes to press.

7.5 The Client shall pay each invoice due and submitted to it by Bright Media within 30 days of receipt, unless longer terms are agreed in writing.

7.6 If the Client fails to make any payment due to Bright Media under the Contract by the due date for payment, then:

(a) the Client shall pay interest on the overdue sum from the due date until payment of the overdue sum, whether before or after judgment. Interest

under this clause will accrue each day at 4% a year above the Bank of England's base rate from time to time, but at 4% a year for any period when that base rate is below 0%;

(b) Bright Media shall be entitled to withdraw any discount on the Fees previously offered by Bright Media; and

(c) Bright Media may suspend all Services until payment has been made in full.

7.7 All amounts due under the Contract from the Client to Bright Media shall be paid by in full without any set-off, counterclaim, deduction or withholding (other than any deduction or withholding of tax as required by law).

8. COMPLIANCE OF CUSTOMER MATERIALS WITH THE LAW

8.1 The Client warrants that all Customer Materials shall in all material respects as delivered by the Client and in their use within the Services, shall:

(a) comply with all applicable laws and any other applicable laws, regulations, regulatory policies, guidelines or codes in each case from time to time in force, including all such guidelines and codes issued by statutory, regulatory and industry bodies;

(b) not infringe the Intellectual Property Rights or proprietary rights of any third party; and

(c) not be defamatory, libellous, obscene or otherwise offensive.

8.2 The Client shall indemnify Bright Media against all liabilities, costs, expenses, damages and losses

(including but not limited to any direct, indirect or consequential losses, loss of profit, loss of reputation and all interest, penalties and legal costs (calculated on a full indemnity basis) and all other reasonable professional costs and expenses) suffered or incurred by Bright Media (Losses) arising out of or in connection with any third-party claims or any action, adjudication or decision taken against Bright Media by any regulatory body, in each case directly or indirectly arising (in whole or in part) out of any breach by the Client of clause 8.1, or any other act or omission of the Client.

8.3 If either Bright Media or the Client become aware that there is risk that part or all of the Customer Materials are not in compliance with clause 8.1, each shall promptly notify the other, and, without prejudice to any other right or remedy of Bright Media, Bright Media shall be entitled to make any modifications which may be necessary to remedy that defect in the Customer Materials. Any modifications shall be at the Client's cost unless the problem was due to Bright Media's act or omission.

9. OWNERSHIP OF INTELLECTUAL PROPERTY RIGHTS

9.1 It is the intention of the parties that:

(a) Bright Media and its licensors shall retain ownership of all Intellectual Property Rights in the Deliverables; and

(b) the Client shall retain ownership of all Intellectual Property Rights in the

Customer Materials.

9.2 The Client grants Bright Media a fully paid-up, perpetual, worldwide, non-exclusive, royalty-free, non-transferable licence to copy and modify the Customer Materials for the purposes of providing the Services to the Client in accordance with the Contract and for the purposes of reproducing and publishing the Deliverables in any country and at any time.

9.3 The Client shall procure that its personnel, subcontractors and its subcontractors' personnel and all artists, photographers, actors, models and other third parties used by the Client in connection with any Customer Materials provided to Bright Media for the provision of the Services provide all necessary consents, releases, and approvals to use their work or images in the Services.

10. TRADE MARK LICENCE

10.1 The Client grants Bright Media a non-exclusive, non-transferable, royalty-free licence, and permit its subcontractors to use, the Client's trade marks in the creation and publication of the Deliverables and performance of the Services.

10.2 Bright Media acknowledges that it will not gain any right, title or interest in the Client's trade marks or associated goodwill, which shall vest automatically in the Client and Bright Media shall not make any use of them except in accordance with the terms of this agreement.

11. LIMITATION OF LIABILITY

11.1 Nothing in this agreement shall limit or exclude Bright Media's liability for:

(a) death or personal injury caused by its negligence;

(b) fraud or fraudulent misrepresentation; or

(c) any other liability which cannot be limited or excluded by applicable law.

11.2 Subject to clause 11.1, Bright Media shall not have any liability to the Client, whether in contract, tort (including negligence), breach of statutory duty, or otherwise, for any loss of profit, or for any indirect or consequential loss arising under or in connection with this agreement.

11.3 Subject to clause 11.1, Bright Media shall under no circumstance be liable for and the Client shall indemnify Bright Media for any losses, costs, damages, charges, fees, penalties, levies incurred by Bright Media as a result of performance of the Services, including publication of any of the Customer Materials or any error or defect within the Customer Materials.

11.4 Subject to clause 11.1 and clause 11.2, Bright Media's total liability to the Client, whether in contract, tort (including negligence), breach of statutory duty, or otherwise, arising under or in connection with this agreement shall be limited to the Fees payable for the Services.

12. TERMINATION

12.1 Bright Media may cancel all or part of the Services and/or terminate this agreement without cause, by giving written notice of immediate

Terms & conditions

- cancellation and/or termination to the Client at any time and for any reason.
- 12.2 Without affecting any other right or remedy available to it, either party may terminate this agreement with immediate effect by giving written notice to the other party if:
- (a) the other party commits a material breach of any term of this agreement which breach is irremediable or (if such breach is remediable) fails to remedy that breach within a period of 14 days after being notified in writing to do so;
 - (b) an order is made or a resolution is passed for the winding up of the other party, or an order is made for the appointment of an administrator to manage the affairs, business and property of the other party, or such an administrator is appointed, or a receiver is appointed of any of the other party's assets or undertaking, or circumstances arise which entitle a court or a creditor to appoint a receiver or manager or which entitle a court to make a winding-up order, or the other party takes or suffers any similar or analogous action in consequence of debt, or an arrangement or composition is made by the other party with its creditors or an application to a court for protection from its creditors is made by the other party; or
 - (c) the other party suspends or ceases, or threatens to suspend or cease, carrying on all or a substantial part of its business.
- 13. CONSEQUENCES OF TERMINATION**
- 13.1 On expiry or termination of this agreement:
- (a) Bright Media shall immediately cease all further performance of the Services;
 - (b) Bright Media shall be entitled to invoice the Client for all outstanding incurred Fees and Third-Party Fees in respect of any part of the Services that have been performed, which shall be payable by the Client in accordance with the provisions of clause 7; and
 - (c) the Client shall be entitled to request that Bright Media returns all copies of Customer Materials in its possession at the Client's cost. If the Client does not request for the Customer Materials to be returned more than 12 months after expiry or termination of this agreement Bright Media shall be entitled to destroy or delete the Customer Materials without consulting the Client.
- 13.2 Termination or expiry of this agreement shall not affect any rights, remedies, obligations or liabilities of the parties that have accrued up to the date of termination or expiry, including the right to claim damages in respect of any breach of the agreement which existed at or before the date of termination or expiry.
- 13.3 On termination or expiry of this agreement, any provision of the Contract that expressly or by implication is intended to come into or continue in force on or after termination or expiry of the Contract shall remain in full force and effect; and.
- 14. FORCE MAJEURE**
- Neither party shall be in breach of this agreement nor liable for delay in performing, or failure to perform, any of its obligations under this agreement if such delay or failure result from events, circumstances or causes beyond its reasonable control.
- 15. SEVERANCE**
- If any provision or part-provision of this agreement is or becomes invalid, illegal or unenforceable, it shall be deemed modified to the minimum extent necessary to make it valid, legal and enforceable. If such modification is not possible, the relevant provision or part-provision shall be deemed deleted. Any modification to or deletion of a provision or part-provision under this clause shall not affect the validity and enforceability of the rest of this agreement.
- 16. WAIVER**
- No failure or delay by a party to exercise any right or remedy provided under this agreement or by law shall constitute a waiver of that or any other right or remedy, nor shall it prevent or restrict the further exercise of that or any other right or remedy. No single or partial exercise of such right or remedy shall prevent or restrict the further exercise of that or any other right or remedy.
- 17. ENTIRE AGREEMENT**
- 17.1 This agreement constitutes the entire agreement between the parties and supersedes and extinguishes all previous agreements, promises, assurances, warranties, representations and understandings
- between them, whether written or oral, relating to its subject matter.
- 17.2 Each party acknowledges that in entering into this agreement it does not rely on, and shall have no remedies in respect of, any statement, representation, assurance or warranty (whether made innocently or negligently) that is not set out in this agreement.
- 18. VARIATION**
- No variation of this agreement shall be effective unless it is in writing and signed by the parties (or their authorised representatives).
- 19. NO PARTNERSHIP OR AGENCY**
- Nothing in this agreement is intended to, or shall be deemed to, establish any partnership or joint venture between any of the parties, constitute any party the agent of another party, or authorise any party to make or enter into any commitments for or on behalf of any other party.
- 20. THIRD-PARTY RIGHTS**
- A person who is not a party to this agreement shall not have any rights under the Contracts (Rights of Third Parties) Act 1999 to enforce any term of this agreement.
- 21. GOVERNING LAW**
- This agreement and any dispute or claim arising out of or in connection with it or its subject matter or formation (including non-contractual disputes or claims) shall be governed by and construed in accordance with the law of England and Wales.
- 22. JURISDICTION**
- Each party irrevocably agrees that the courts of England and Wales shall have exclusive jurisdiction to settle any dispute or claim arising out of or in connection with this agreement or its subject matter or formation (including non-contractual disputes or claims).

CONTACT

For a conversation in more detail about all of our advertising and sponsorship options, please contact:

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