




[OntheBit.com.au](http://OntheBit.com.au)

## Australia's Online Dressage Magazine

**Bringing world class training into the homes of Australian Dressage fans with online videos, blogs, articles, news and DVDs.**



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OntheBit news, events, sneak peaks and extras. more...

FEATURES

- Home
- Training DVDs
- Training Videos
- Happy Athletes
- Dressage Culture
- Blogs
- News


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Heath Ryan Video! Heath teaches and rides at Advanced level :: [More](#)

NEWS



**Regardez Moi Shares For Sale**  
In the first offer of it's kind, shares are available for Australia's reigning Grand Prix champion :: [Read more](#)




**Two Great Horses Die After Colic**  
Olympian Harmony's Mythilus and the great stallion Welt Hit II have been put down following colic :: [Read more](#)

WELCOME

**OntheBit.com.au, Australia's Online Dressage Magazine.**  
OntheBit is all about bringing elite dressage training and culture to the homes of every dressage fan!


:: Sign up to the mailing list

TRAINING VIDEOS



**Heath Ryan teaches and rides at Advanced level**  
Australian Equestrian legend Heath Ryan teaches at Advanced level, and gets on to demonstrate himself! :: [Read more](#)


HAPPY ATHLETES



**5 Principles to Success in Your Riding. Principle 5: Physiology and Psychology of Excellence**  
Every fibre of me is driven towards and focused on where I am heading. And that is an AMAZING state to be in! :: [Read more](#)

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**DVD Sale**  
World Class Training DVDs with **Steffen Peters** and **Andreas Helgstrand**  
**for under \$50!**



**CLICK HERE**

BLOGS

Hawkesbury Riding Club is holding a free information evening to prepare horse owners for the upcoming bushfire season  
:: [Add your comment](#)

After the Olympic Games in Hong Kong Anky received a western saddle as a gift and from that moment she

## Australia's Online Dressage Magazine

Following the launch in January 2008 to coincide with its highly successful *Day of Dressage with Steffen Peters* event, **OntheBit.com.au** swiftly established itself as a dynamic and fresh format for dressage fans to learn and become motivated.

OntheBit.com.au is known for its **quality Australian and International content** with names such as **World Champion Steffen Peters, Olympian Heath Ryan, Brett Parbery, Glennis Barrey, Lyndal Oatley and Andreas Helgstrand.**

**OntheBit.com.au** is perfect way to reach an engaged, enthusiastic and passionate audience.

**Align your brand with the very best in dressage.**



## Who you can reach through OntheBit.com.au

**OntheBit.com.au** receives **15,000 hits** from **2,000 unique visitors per month**

Over **1,500** people have signed up for **OntheBit.com.au** mailing list

**OntheBit.com.au** currently reaches **1 in 3 EFA members** who compete in Official dressage


**90%** of our audience are **female** and **60%** are aged between **25 and 44 years old**

Dressage riders are of course the **most discerning** of all the Equestrian disciplines!

Although **OntheBit** is run by and for **Australian Dressage fans**, the site attracts followers from countries including the United States, Hong Kong, Great Britain and Japan.



**OntheBit.com.au** uploads **fresh dressage news** regularly from around the world, with a special emphasis on Australian news to keep our audience up to date.



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:: Two Great Horses Die After Colic

:: Aussies Put On A Good Show In Berlin

:: Isabell Suspended until June 2010

:: Gigolo dead at age 26


:: World Records Smashed at the European Championships

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**\*\*\*For Sale\*\*\***  
Medallion Grannus Filly  
Priced to Sell  
\$5,000 ono  
More Information at  
[www.sheanypark.com.au](http://www.sheanypark.com.au)



BLOGS

Hawkesbury Riding Club is holding a free information evening to prepare horse owners for the upcoming bushfire season

:: Add your comment

After the Olympic Games in Hong Kong Anky received a gift and from that moment she decided she should use the saddle, after all it would be such a pity to let it go to waste!

:: Add your comment

..... archive \* .....



## Training Videos

OntheBit.com.au produces honest and candid training DVDs and online videos with the top International and Australian riders and trainers: **Steffen Peters, Heath Ryan, Brett Parbery, Princess Nathalie Zu Sayn Wittgenstein, Rozzie Ryan, Glennis Barrey, Roger Fitzhardinge, Ann Serrao, Kate Taylor-Wheat, Lesley-Ann Taylor, Nicholas Fyffe, Stefan Wolff, Nadia Coghlan and Hartmut Schmidt.**

Our videos offer something for everyone and our one directive to our riders is "Don't hide anything". We believe it's time for transparency in dressage training and we believe riders will really learn from our videos.



## Bloggers across the globe

Lots of fantastic riders and trainers write for us:

**Briana Burgess** reports from her life as a groom and rider for **Monika Theodorescu**

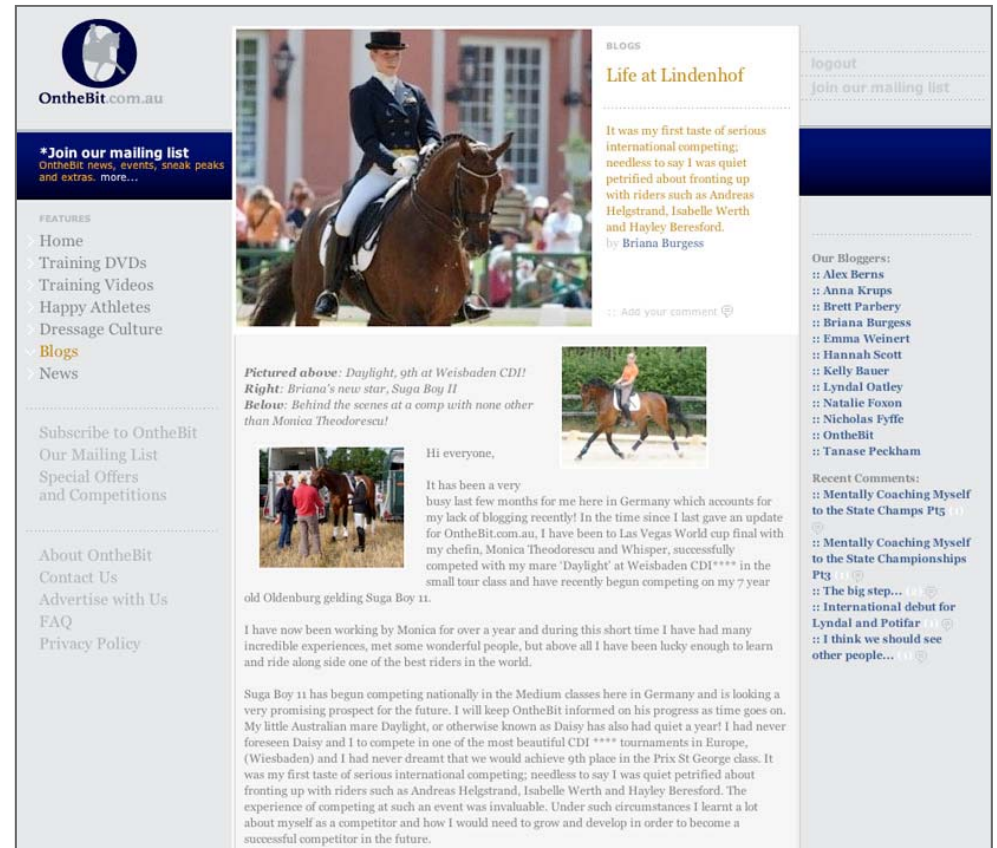
**Lyndal Oatley** writes from her home and training base with Olympian **Patrik Kittel**

**Anna Krups** writes about her **High Performance Coaching** approach to competing

**Emma Weinert** blogs from her training base with **Steffen Peters**

**Kelly Bauer** reports from the big comps in **Europe**

And plenty of riders fill us in about their competitions and training, like **Brett Parbery**, **Nicholas Fyffe** and **Nadia Coghlan**.



The screenshot shows the OntheBit.com.au website interface. At the top left is the logo and navigation menu. The main content area features a blog post by Briana Burgess titled "Life at Lindenhof". The post includes a photo of a rider on a horse and text describing her experience at a competition. On the right side, there is a sidebar with "Our Bloggers" and "Recent Comments" sections.

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**BLOGS**

### Life at Lindenhof

It was my first taste of serious international competing; needless to say I was quiet petrified about fronting up with riders such as Andreas Helgstrand, Isabelle Werth and Hayley Beresford.  
by Briana Burgess

Picture above: Daylight, 9th at Weishaden CDI!  
Right: Briana's new star, Suga Boy II  
Below: Behind the scenes at a comp with none other than Monika Theodorescu!

Hi everyone,

It has been a very busy last few months for me here in Germany which accounts for my lack of blogging recently! In the time since I last gave an update for OntheBit.com.au, I have been to Las Vegas World cup final with my chef, Monika Theodorescu and Whisper, successfully competed with my mare 'Daylight' at Weishaden CDI\*\*\*\* in the small tour class and have recently begun competing on my 7 year old Oldenburg gelding Suga Boy 11.

I have now been working by Monica for over a year and during this short time I have had many incredible experiences, met some wonderful people, but above all I have been lucky enough to learn and ride along side one of the best riders in the world.

Suga Boy 11 has begun competing nationally in the Medium classes here in Germany and is looking a very promising prospect for the future. I will keep OntheBit informed on his progress as time goes on. My little Australian mare Daylight, or otherwise known as Daisy has also had quiet a year! I had never foreseen Daisy and I to compete in one of the most beautiful CDI \*\*\*\* tournaments in Europe, (Wiesbaden) and I had never dreamt that we would achieve 9th place in the Prix St George class. It was my first taste of serious international competing; needless to say I was quiet petrified about fronting up with riders such as Andreas Helgstrand, Isabelle Werth and Hayley Beresford. The experience of competing at such an event was invaluable. Under such circumstances I learnt a lot about myself as a competitor and how I would need to grow and develop in order to become a successful competitor in the future.

Our Bloggers:

- :: Alex Berns
- :: Anna Krups
- :: Brett Parbery
- :: Briana Burgess
- :: Emma Weinert
- :: Hannah Scott
- :: Kelly Bauer
- :: Lyndal Oatley
- :: Natalie Foxon
- :: Nicholas Fyffe
- :: OntheBit
- :: Tanase Peckham

Recent Comments:

- :: Mentally Coaching Myself to the State Champs Pt5
- :: Mentally Coaching Myself to the State Championships Pt4
- :: The big step...
- :: International debut for Lyndal and Potifar
- :: I think we should see other people...



## Dressage Culture and Happy Athletes

The learning and development areas of the site, these pages show how our **elite riders** care for their horses, and how the **experts** say it should be done.

From **massage** to **arena surfaces** to **mental coaching** to **buying a horse in Europe**, these area are a **wealth of knowledge** and some **great reading**.



## Events

### *A Day of Dressage with Steffen Peters*

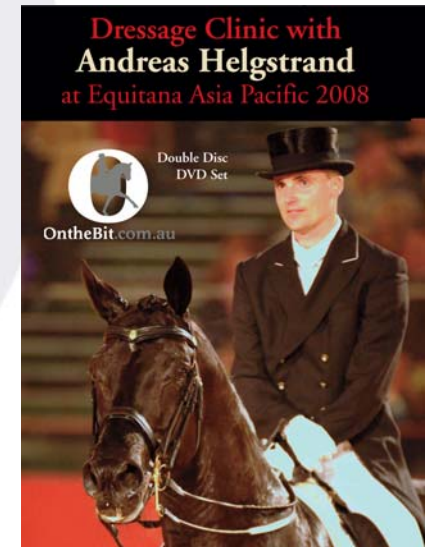
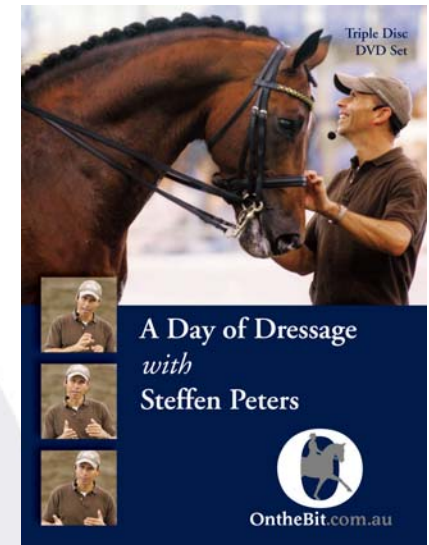
**OntheBit.com.au** started life by presenting the **best dressage masterclass Australia has seen!**

**A Day of Dressage with Steffen Peters** was held in January 2008 and received rave reviews everywhere from **The Horse Magazine** to Internet forums.

The ever popular **Day of Dressage with Steffen Peters DVD** is sold through the website as well as in select retailers.

**OntheBit.com.au** also produced a DVD of the **Dressage Clinic with Andreas Helgstrand at Equitana 2008**.

There are plans to continue OntheBit events in the future.



## Advertising options

- **OntheBit.com.au** is the perfect place to reach an **engaged informed audience**
- Research has shown people are more likely to respond to advertising when they are in a **relaxed state**.
- **OntheBit.com.au** is able to provide advertising programs like **no other site in Australia**
- Our experienced team are able to put together **custom solutions** for your advertising needs
- We go beyond the traditional ads to create **integrated campaigns** and **sponsorship opportunities** to deliver your message to market
- Our **unique site** enables us to offer programs unavailable currently in the market

### Examples include:

- Standard Ad Units
- Pre roll video ad before each video is played
- Sponsorship of Areas of the sites such a blogs
- Profile pages and product reviews
- Feature videos and pages of sponsored riders



## Contact OntheBit.com.au

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