



EQUINE
NETWORK
2011 Marketing Guide



The Equine Network:

In our world, there's a direct connection between hoofbeat and heartbeat.

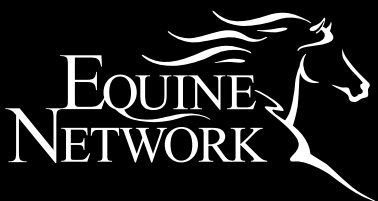
That connection drives our industry.

And within that industry, we're the most connected.

The Equine Network reaches 1.5 million horse owners every month.

Our stable of print and online titles includes every popular discipline at every level of participation, from armchair cowboys to industry-shaping professionals. We know every type of horse lover. We reach nearly every segment of the market. And we know the differences – and similarities – among them all.

This means we make it easy for you to define and reach the very best audience for your products and services, whether you make grooming products in your barn or you make pre-fabricated barns. We have the reach, the savvy and the tools to deliver your message to your target audience.



Connecting horse people. Celebrating horse power.



Your Horse Connection

Wherever your ideal customer exists, we have a powerful way to reach them.

Are your potential customers way out in the country, looking for the best way to fence their back forty? Are they in an office cubicle, cruising the internet for insight into joint supplements? Do they ride in jeans? Or research premium genes? Are hoofprints pounded into their backyards – or just their dreams?

We reach more horse owners and enthusiasts than any other publishing company.

Though our readers run the gamut of participation, from people who love to read about horses to people who love to ride horses, across all titles they share one thing: They are people who buy horse-related products. And they buy a lot of them - Americans spend more than **\$39 billion** on horse-related purchases every year. We have **a million** different ways to reach those customers. And the expertise to create **one** easy marketing plan for your unique product.

Your Message.
Your Market.
Your Network.



Here's how the Equine Network makes it simple for you to reach the best audience:

Dominant Brands

We create the industry's most award-winning titles. And we've been doing it for decades. *Horse&Rider*, the leading resource for Western riders, celebrates its 50th anniversary this year. In addition to our suite of tried and true titles, we're also meeting the needs of dynamic markets with new publications, like *EquiManagement*, dedicated to the business of the equine practitioner. Increase your credibility and leverage your message by delivering it through these respected titles.

Insight

The horse industry includes 4.6 million Americans involved as owners, service providers and employees. Tens of millions participate as spectators. Another 2 million serve as volunteers or have a family affiliation.

Our experts can determine exactly which of our brands will deliver your message to precisely the best segment of this horse-loving population. They have the experience and industry intelligence to craft a customized marketing plan designed to drive sales.



Tools

In today's noisy and fragmented market, messages can swarm customers like flies around a muck bucket in August. We know how to cut through the clutter, and we have the tools to do so. Whether it's an effective print ad surrounded by respected content in the pages of one of our magazines or cutting-edge marketing technology like a Tag program, we have a vehicle to drive your sales. Our toolbox includes: multimedia campaigns, strategic alliances, social networking, microsite creation, video production, direct mail, electronic newsletters, sponsorships, email blasts, contests and custom publishing.

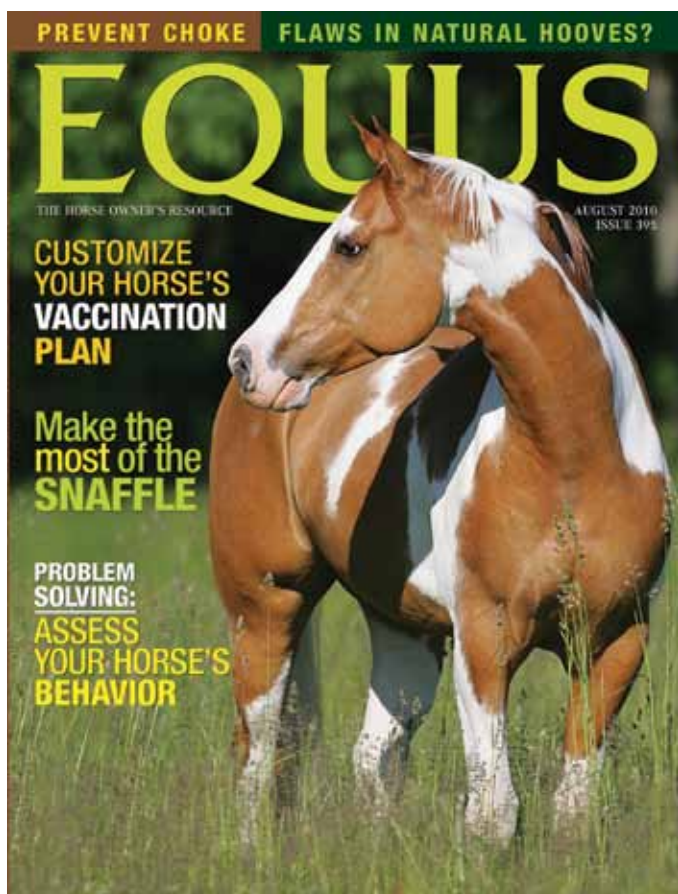
Passion

We're horse people, too.

We know how a nicker at dawn can make our heart sing. And we know how hard it is to get barn grime out from under our nails. This knowledge is power for you. We know horse people and we know horse products. Let us help you make the connection.

Call us. We'll show you how.

The Equine Network: Your Horse Connection.



Influential readers with healthy spending habits.

Average paid circulation: 137,418

While many magazines address the “what” or “how” of the horse world, EQUUS is the only publication to focus on the “*why*.” EQUUS readers crave knowledge about keeping their horses healthy and happy and are eager to purchase the products and services that help them do so. For more than 30 years, they have trusted the largest horse care publication in North America to present engaging articles on topics ranging from the latest developments in veterinary science to the horse’s remarkable and enduring relationship with people.

Our publication bridges the gap between breeds and disciplines with coverage that anticipates upcoming issues critical to the care of all equines, articles that explain pioneering research and delve far beyond the basics, delivering in-depth features in compelling, clear language. Reflecting EQUUS’ commitment to providing horse owners with the highest quality health-care content, the magazine has enjoyed a long media partnership with the American Association of Equine

Practitioners. EQUUS is an advocate for the horse in terms of individual care as well as broader issues. Our experts are veterinarians, scientists and horse professionals at the pinnacle of the industry.

Our readers have owned horses for decades. Their friends turn to them for advice. Our affluent, multiple horse-owning readers put the well-being of their horses above all else. Your brand in our pages will put your products above all others in their minds and in the minds of their friends.

EQUUS Readers:

- Net worth of nearly \$600,000
- Average household income \$98,000+
- Average land owned: 40 acres
- Average horses cared for: 5
- 71% keep horses on own property
- Owned horses for an average of 18 years
- 74% save each issue
- Ride English and Western
- 98% ride
- 75% trail ride
- 45% attend clinics & symposiums

Spend on Horse Health Care

In past year,

- 94% used one or more fly control strategies
- 95% dewormed
- 91% vaccinated
- 84% fed supplements

In addition to having won the American Horse Publications' top award for General Excellence an unmatched 20 times, EQUUS has received the USEF Equestrian Magazine of the Year Award and the Daniel P. Lenehan Memorial Trophy for Overall Excellence in Media.



2011 Issue Schedule & Editorial Calendar

EQUUS is published monthly/twelve times per year.

Issue	Special Features	Space Due	Materials Due	On Sale
Jan	Treating Thrush, Extreme Horsekeeping, Stopping a Runaway	11/1/10	11/3/10	12/28/10
Feb	The New Generation of Deworming, What "Tubing" Can Do, Can Headshyness Be Cured?	11/22/10	11/24/10	1/25/11
March	Investigating Pastern Dermatitis, Spring Shots Spot Check, Design a Safe and Effective Conditioning Program, Problem Shippers	12/21/11	12/23/11	2/22/11
April	Laminitis Prevention Month, Help Your Horse Survive Colic, Raising an Orphan Foal, Composting for Horsekeepers	1/25/11	1/27/11	3/29/11
May	Lyme Disease Update, Selecting and Installing Stall Mats, The Fire Ant Threat, Protect Your Horse's Mental Health	2/21/11	2/23/11	4/26/11
June	Revamp Your Feeding Program, Threats to Your Horse's Soundness, Why Horses Fight, Mastering the Canter or Lope	3/29/11	3/31/11	5/31/11
July	How Diseases Spread, Dealing with Euthanasia, Helping the Spooky Horse	4/26/11	4/28/11	6/28/11
August	How Tendons Heal, The Latest Findings on Cushing's, Rearing: The Most Dangerous Habit	5/24/11	5/26/11	7/26/11
Sept	Protect Your Horse's Skin, What Makes a Boss Mare, Anesthesia Explained	6/28/11	6/30/11	8/30/11
Oct	Vitamins and Minerals Your Horse Needs, Managing Injection Reaction, Solutions to Common Ground Manner Problems	7/25/11	7/27/11	9/27/11
Nov	Lameness Work-Up, Is Temperament Inherited? Recovering from Natural Disaster	8/25/11	8/30/11	10/25/11
Dec	Coming Back from an Injury, Loose Horses. How Smart is your Horse? Annual EQUUS Index	9/27/11	9/29/11	11/29/11

2011 Advertising Rates

Effective with the January 2011 issue

DISPLAY RATES

Four color	1x	3x	6x	12x	18x	24x
Full Page	\$9,825	\$9,530	\$9,240	\$8,645	\$8,455	\$8,110
2/3 Page	7,475	7,250	7,025	6,570	6,460	6,155
1/2 Page	6,385	6,200	6,010	5,630	5,495	5,280
1/3 Page	4,420	4,295	4,165	3,890	3,810	3,645
1/6 Page	2,845	2,765	2,685	2,510	2,450	2,350
Two color	1x	3x	6x	12x	18x	24x
Full Page	\$8,005	\$7,750	\$7,515	\$7,040	\$6,880	\$6,605
2/3 Page	6,075	5,895	5,710	5,350	5,230	5,015
1/2 Page	5,195	5,040	4,890	4,580	4,470	4,285
1/3 Page	3,600	3,490	3,385	3,165	3,095	2,975
1/6 Page	2,320	2,255	2,180	2,035	2,000	1,905
Black & White	1x	3x	6x	12x	18x	24x
Full Page	\$6,145	\$5,960	\$5,780	\$5,410	\$5,295	\$5,080
2/3 Page	4,675	4,535	4,400	4,115	4,020	3,865
1/2 Page	3,880	3,755	3,635	3,410	3,330	3,195
1/3 Page	2,775	2,690	2,600	2,435	2,380	2,285
1/6 Page	1,785	1,735	1,670	1,575	1,540	1,470
Covers	1x	3x	6x	12x	18x	24x
2nd Cover	\$12,290	\$11,920	\$11,545	\$10,810	\$10,565	\$10,135
3rd Cover	11,790	11,440	11,085	10,370	10,145	9,725
4th Cover	13,260	12,865	12,470	11,670	11,415	10,950

READER MARKETPLACE SECTION RATES

Four color	1x	3x	6x	12x	18x	24x
1/3 Page	\$2,840	\$2,760	\$2,680	\$2,505	\$2,440	\$2,345
Double 1/9 pg	2,155	2,090	2,020	1,890	1,845	1,780
1/6 Page	1,555	1,500	1,455	1,365	1,330	1,275
1/9 Page	1,035	1,005	975	905	885	850
Two color	1x	3x	6x	12x	18x	24x
1/3 Page	\$2,435	\$2,360	\$2,290	\$2,145	\$2,095	\$2,010
Double 1/9 pg	1,840	1,790	1,740	1,620	1,590	1,530
1/6 Page	1,325	1,290	1,250	1,175	1,140	1,095
1/9 Page	885	855	835	775	760	735
Black & White	1x	3x	6x	12x	18x	24x
1/3 Page	\$2,025	\$1,975	\$1,900	\$1,785	\$1,755	\$1,670
Double 1/9 pg	1,545	1,490	1,445	1,350	1,320	1,265
1/6 Page	1,105	1,065	1,040	975	955	920
1/9 Page	740	725	700	660	625	600



Passionate Western Riders Reading and Buying to Improve

Average paid circulation: 157,041

Celebrating 50 Years of helping readers improve their horses, their riding and their horse-owning lifestyles, *Horse&Rider* reaches one of the biggest audiences in the business.

The leading resource for step-by-step training techniques, how-to articles and advice geared to contemporary Western riders, *Horse&Rider* has secured its place in the horse world for half a century for a reason: respect. Legions of readers trust the publication as the place to find expert information.

Beyond world-class training tips and coverage of breed shows, cutting, roping, reining and trail riding, *Horse&Rider* and its online home on EquiSearch.com, have created a community of passionate horse enthusiasts on a constant search for new ways – and products – to enhance their horse-owning lifestyles.



Horse&Rider Readers:

- Net Worth: \$500K
 - Average household income \$90,000+
 - 92% own their own homes
 - 85% female
 - 75% are married
 - 89% have children ages 6-18 living at home
 - Most view their horse as a member of their family
 - Own nearly 30 acres
 - Care for 5 horses
 - 89% care for their own horses
 - Owned horses for nearly 18 years on average
 - 92% participate in clinics, expos, etc.
 - 74% trail ride
 - 85% own dogs
 - 92% buy horse healthcare products regularly
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“Downunder Horsemanship is proud to partner with Equine Network and Horse&Rider magazine to help give horse owners the best knowledge to build a safe and trusting relationship with their equine partners. Everyone at Equine Network, from sales reps to the editors of Horse&Rider, have been fantastic to work with, and we look forward to continuing our relationship.”

Clinton Anderson, Downunder Horsemanship



2011 Issue Schedule & Editorial Calendar

Horse&Rider is celebrating its 50th anniversary year with special retrospective material in each issue, expanded presence at events and special sweepstakes and contests.

Issue	Special Features	Space Due	Materials Due	On Sale
January	50 Years of Great Horses, Break the "No Time to Ride" Cycle, Horse Gear: Work Saddles Under \$1,200.	11/1/10	11/3/10	12/28/10
February	50 Fabulous Horse Vacations, Vaccinations: Done Right, or Overdone? Barn Planner's Checklist, Rider Gear: Outerwear and Rainwear	11/22/10	11/24/10	1/25/11
March	50 Years of Training Trends, Your Guide To Chaps, Spring Grooming/Clipping Tips, Horse Gear: Western Show Halters	12/21/11	12/23/11	2/22/11
April	50 Years of Notable Riders, Wounds: Nuisance or Nightmare? New Western Horse Sports for the 21st Century, Rider Gear: Men's Jeans	1/25/11	1/27/11	3/29/11
May	50 Notable Schools and Clinics, New and Notable from Denver Market, Fly Control, Horse Gear: Anti-Fly Wear	2/21/11	2/23/11	4/26/11
June	50 Years of Horse-Health Advances, Readers' Favorite Trailer Features, Pre-School Skills for Your Future Show Horse, Rider Gear: Protective Riding Gear	3/29/11	3/31/11	5/31/11
July	50 Great Trail Rides, PSSM: Your Horse Has It, Now What? Horse Gear: Bell Boots	4/26/11	4/28/11	6/28/11
August	50 Years of Tack and Fashions, Think Outside the Arena-Other Ways to Enjoy Riding, Special Feeds, Rider Gear: Carry-Cases for Gear	5/24/11	5/26/11	7/26/11
Sept	50 Years of Famous Horse Owners, Stable Blankets and Turnouts, Horse Gear: Equine Stretch Bodywear	6/28/11	6/30/11	8/30/11
Oct	50 Years of H&R Covers, Ways to Cut Barn Energy Costs, Horse-Hauling 101, Rider Gear: Fall Jackets	7/25/11	7/27/11	9/27/11
Nov	50 Years of H&R Ads, Horse Gear: Hoods and Neck Covers, Special Advertising Section: Holiday Gift Guide	8/25/11	8/30/11	10/25/11
Dec	50 Years of Industry Change, Alternative Therapies. Horse Gear: Western Show Pads, Special Advertising Section: Holiday Gift Guide.	9/27/11	9/29/11	11/29/11

2011 Advertising Rates

DISPLAY RATES

Four color	1x	3x	6x	12x	18x	24x
Full Page	\$8,845	\$8,585	\$8,315	\$7,780	\$7,610	\$7,305
2/3 Page	6,725	6,520	6,325	5,920	5,780	5,545
1/2 Page	5,755	5,570	5,405	5,060	4,940	4,750
1/3 Page	3,985	3,865	3,740	3,495	3,425	3,285
1/6 Page	2,570	2,485	2,410	2,260	2,205	2,110
Two color	1x	3x	6x	12x	18x	24x
Full Page	\$6,940	\$6,735	\$6,530	\$6,110	\$5,975	\$5,730
2/3 Page	5,280	5,115	4,965	4,650	4,540	4,350
1/2 Page	4,510	4,385	4,245	3,980	3,880	3,725
1/3 Page	3,130	3,025	2,935	2,740	2,695	2,580
1/6 Page	2,025	1,955	1,895	1,775	1,735	1,660
Black & White	1x	3x	6x	12x	18x	24x
Full Page	\$5,645	\$5,480	\$5,305	\$4,970	\$4,855	\$4,660
2/3 Page	4,290	4,165	4,030	3,770	3,690	3,540
1/2 Page	3,555	3,450	3,340	3,135	3,050	2,935
1/3 Page	2,450	2,465	2,385	2,235	2,185	2,095
1/6 Page	1,640	1,595	1,540	1,440	1,405	1,345
Covers	1x	3x	6x	12x	18x	24x
2nd Cover	\$11,055	\$10,730	\$10,390	\$9,730	\$9,510	\$9,120
3rd Cover	10,615	10,300	9,985	9,345	9,125	8,765
4th Cover	11,945	11,590	11,220	10,505	10,280	9,855

MERCANTILE MARKETPLACE SECTION RATES

Four color	1x	3x	6x	12x	18x	24x
1/3 Page	\$2,605	\$2,530	\$2,450	\$2,300	\$2,240	\$2,155
Double 1/9 pg	1,980	1,915	1,850	1,740	1,690	1,635
1/6 Page	1,425	1,385	1,335	1,255	1,225	1,175
1/9 Page	955	910	885	835	815	765
Two color	1x	3x	6x	12x	18x	24x
1/3 Page	\$2,235	\$2,175	\$2,100	\$1,965	\$1,920	\$1,840
Double 1/9 pg	1,690	1,645	1,600	1,485	1,460	1,400
1/6 Page	1,225	1,185	1,145	1,070	1,050	1,010
1/9 Page	810	795	770	705	695	670
Black & White	1x	3x	6x	12x	18x	24x
1/3 Page	\$1,855	\$1,815	\$1,760	\$1,640	\$1,605	\$1,540
Double 1/9 pg	1,760	1,640	1,605	1,540	1,325	1,245
1/6 Page	1,020	995	960	885	870	835
1/9 Page	680	655	635	595	580	560

Get the Inside Track on Equitation Judging with Geoff Teall

Practical Horseman

Expert how-to for English riders

October 2010

NEW
GEORGE MORRIS SERIES
Classical Riding for the Jumper

Wofford on Eventing's Changing Landscape

BEHIND THE BIT FIXES

PETER WYLDE:
Lessons in Losing from an Olympic Winner

The Ups and Downs of Showing in the Nation's Capital

George Morris and Markel

Improving their horses and riding; purchasing whatever helps them do so.

Average paid circulation: 58,536

For over 30 years, *Practical Horseman* has been essential reading for English riders who take intense pride in their horses and strive daily to improve their horsemanship. Each issue is packed with real-world advice from top competitors and trainers in hunters, jumpers, equitation, eventing and dressage. Our affluent, sophisticated audience spends more than an hour and 45 minutes with each issue, devouring the well-crafted how-to articles and award winning photography. They are committed horsewomen devoted to their equestrian lifestyle, eager to spend on products and services that keep their horses healthy, equipment to advance their training and items that allow them to celebrate their equestrian lifestyles in all aspects of their lives. *Practical Horseman's* community of passionate enthusiasts has grown even further through the reach of its website, PracticalHorsemanMag.com, and social media channels such as Facebook and Twitter, evidence of our audience's willingness to invest time – and funds – on the horses of which they are so proud.

Ad space in the pages of *Practical Horseman* not only leverages your marketing message by surrounding it with respected editorial from world-renowned experts such as George Morris. Jim Wofford, Phillip Dutton and Beezie and John Madden, it delivers your message to the riders who matter most: purchasing leaders. Nearly 90 percent of our readers are intermediate, advanced or professional riders; women who influence buying in their horse communities. These riders own multiple horses and participate in multiple disciplines – a combination that demands a constant supply of gear. Make sure it's yours.

Practical Horseman Readers*:

- Average income: \$170,000+
 - Net worth: \$900,000
 - Average value of most expensive horse: \$21,800
 - Average horses owned: 5
 - 87% show or participate in clinics
 - 65% save every issue
 - 94% purchased riding apparel in the last year
 - 92% purchased one or more equine-related books, DVDs, jewelry, home furnishings, art, collectibles and computer software
 - 83% feed supplements
 - Hunters: 50%
 - Jumpers: 30%
 - Dressage: 32%
 - Equitation Riders: 28%
 - Eventers: 20%
-

"We love the exposure we get from Practical Horseman magazine. Practical Horseman's demographic is ideal for Kerrits' wide range of performance apparel, with content that focuses on performance and appeal to a variety of readers. We are thankful for the support Practical Horseman offers; the product reviews and editorial coverage we receive from the magazine, website and Facebook page. We love to read PH as much as we enjoy advertising in it!"

Mary Cobey, Kerrits Performance Equestrian Apparel



2011 Issue Schedule & Editorial Calendar

Issue	Special Features	Space Due	Materials Due	On Sale
January	Special Breed Issue, Cloning Debate, Classical Riding with George Morris Part 4: Gymnastics, Eventer Stephen Bradley Clinic	11/1/10	11/3/10	12/28/10
February	Profile: Top Hunter Rider Hunt Tosh, George Morris Part 5: Bending Lines, Denny Emerson's New Book	11/22/10	11/24/10	1/25/11
March	Jumper Trainer Steve Weiss, George Morris Part 6: Flat Warm-Up for a Course, The Pre-Purchase Exam, Overcoming Fear of Falling	12/21/11	12/23/11	2/22/11
April	Dressage Training with WEG rider Katherine Bateson Chandler, Profile: Eventer Laine Ashker, George Morris Part 7: Jumping a Course, Giving IM Injections, Spring Riding Apparel	1/25/11	1/27/11	3/29/11
May	Special Eventing Issue, Training with Eventer William Fox-Pitt, Fixing Rider Asymmetry with Sandy and Anne Howard, George Morris, Part 8: Jumping a Course, Giving IV Injections	2/21/11	2/23/11	4/26/11
June	Special Hunter/Jumper Issue, Hunter/Jumper Trainer David Wright, George Morris Part 9: Cool Down, Administering Dewormers	3/29/11	3/31/11	5/31/11
July	Hunter Rider Jenny Karazissis Clinton Anderson: Longeing for Respect Part 1, Saddle Fit for Horse and Rider, NCAA Championships	4/26/11	4/28/11	6/28/11
August	Profile: IHSA National Champion, Hunter/Eq. Trainer Shelley Campf, Clinton Anderson: Longeing for Respect Part 2, Jim Wofford's Rolex Rider Critique	5/24/11	5/26/11	7/26/11
Sept	Special Dressage Issue, Training with WEG Dressage Rider Todd Flettrich, Hunter/Equitation Trainer Stephanie Simmondsn, Maintain Healthy Joints	6/28/11	6/30/11	8/30/11
Oct	Hunter/Jumper Rider Daniel Geitner: Finding a Distance, Treating EPM	7/25/11	7/27/11	9/27/11
Nov	Training with Eventer Will Faudree, Retraining the Thoroughbred Part 1, Holiday Gift Guide, Manure Management	8/25/11	8/30/11	10/25/11
Dec	Special College Report, Hunter/Equitation Trainer Kate Oliver's Exercise for Better Jumping, Equine Nutrition	9/27/11	9/29/11	11/29/11

2011 Advertising Rates

Effective with the January 2011 issue

DISPLAY RATES

Four color	1x	3x	6x	12x	18x	24x
Full Page	\$7,015	\$6,805	\$6,595	\$6,170	\$6,035	\$5,790
2/3 Page	5,330	5,170	5,020	4,695	4,580	4,400
1/2 Page	4,560	4,425	4,295	4,015	3,920	3,760
1/3 Page	3,160	3,055	2,965	2,780	2,710	2,605
1/6 Page	2,040	1,970	1,915	1,790	1,755	1,680
Two color	1x	3x	6x	12x	18x	24x
Full Page	\$6,090	\$5,895	\$5,715	\$5,355	\$5,240	\$5,020
2/3 Page	4,620	4,490	4,340	4,065	3,980	3,815
1/2 Page	3,955	3,835	3,720	3,480	3,395	3,265
1/3 Page	2,735	2,655	2,575	2,410	2,350	2,250
1/6 Page	1,765	1,710	1,660	1,555	1,520	1,450
Black & White	1x	3x	6x	12x	18x	24x
Full Page	\$4,675	\$4,540	\$4,400	\$4,120	\$4,025	\$3,855
2/3 Page	3,555	3,450	3,340	3,125	3,055	2,935
1/2 Page	2,950	2,850	2,775	2,595	2,530	2,435
1/3 Page	2,105	2,045	1,975	1,850	1,815	1,735
1/6 Page	1,360	1,315	1,275	1,195	1,170	1,115
Covers	1x	3x	6x	12x	18x	24x
2nd Cover	\$8,765	\$8,510	\$8,240	\$7,715	\$7,540	\$7,235
3rd Cover	8,415	8,165	7,915	7,405	7,235	6,950
4th Cover	9,470	9,185	8,900	8,340	8,145	7,820

GENERAL STORE SECTION RATES

Four color	1x	3x	6x	12x	18x	24x
1/3 Page	\$2,170	\$2,075	\$2,020	\$1,905	\$1,855	\$1,785
Double 1/9 pg	1,595	1,570	1,540	1,435	1,405	1,355
1/6 Page	1,180	1,125	1,095	1,035	1,015	975
1/9 Page	790	750	730	700	685	655
Two color	1x	3x	6x	12x	18x	24x
1/3 Page	\$1,850	\$1,780	1,720	\$1,625	\$1,590	\$1,530
Double 1/9 pg	1,395	1,350	1,305	1,230	1,210	1,155
1/6 Page	1,010	980	950	885	860	835
1/9 Page	685	645	620	585	575	555
Black & White	1x	3x	6x	12x	18x	24x
1/3 Page	\$1,545	\$1,505	\$1,445	\$1,360	\$1,330	\$1,270
Double 1/9 pg	1,170	1,130	1,090	1,025	1,010	970
1/6 Page	840	815	780	740	725	700
1/9 Page	560	540	525	495	485	465

Please refer to the Equine Network's Mechanical Specifications Sheet for details.

Judge Janet Foy's Challenge: Are You a Good Sport? p. 17

Dressage

T O D A Y

November 2009

ANNE GRIBBONS ADVISES YOUTH

What to Do if You're "Just a Kid"

LESSONS FOR INSTRUCTORS

7 Exercises from Raul de Leon

HEATHER BLITZ

Shares Her Biomechanical Tool Box for Riders



Riders who spare no expense.

Average paid circulation: 39,466

Deliver your message to an affluent, driven group of women dedicated to advancing in their sport and eager to purchase whatever it takes to enrich the lives and performance of their horses. Educated, informed and goal-oriented, *Dressage Today* readers count on our in-depth training articles from the world's most respected authorities as well as the latest in trends and products. And they keep their issues handy: 70 % of readers keep every single one.

Connect with this passionate audience in the pages of the publication considered the ultimate guide to the dressage world, delivered with the authority of a grand prix horse cantering boldly down centerline. Our experts include the world's foremost authorities: Lendon Gray, Lynn Palm, Axel Steiner, Hilda Gurney and Jane Savoie.

Committed, Affluent Riders

***Dressage Today* readers have:** (97% female, average age 44)

- A net worth of \$840,000
- An average household income of \$157,000+
- A horse worth an average of \$25,000.

Eager to Compete and Show.

- 75% attend clinics
- 79% compete
- On average, our readers attend 10+ shows a year as competitors, spectators and volunteers.

Purchased in last 12 months:

- Grooming supplies: 96%
- Horse apparel: 94%
- Riding apparel: 97%
- Tack: 95%
- Assorted DVDs, gifts, jewelry, home furnishings, etc. 93%

Uncompromising when ensuring their horse's health:

- 91% of readers feed supplements
- 96% use one or more fly control strategies
- 96% deworm
- 97% vaccinate

"The experience and knowledge of the Dressage Today staff and the Equine Network is invaluable to us at English Riding Supply. They help us better understand the sport and our market place within it. While other publications are merely a source to promote our brands and products in print, Equine Network is where we turn to for more. We rely on them to advise us on the best avenues and approaches to any and all of our products."

Amy Pembleton, Marketing Director, English Riding Supply



2011 Issue Schedule & Editorial Calendar

In addition to at least two in-depth dressage-training features each month, we will also include the following:

Issue	Special Features	Space Due	Materials Due	On Sale
January	Breed Outlook, Imaging Options, Reports from the U.S.D.F. Federation Convention and Global Dressage Forum; New Dressage Tests	11/1/10	11/3/10	12/28/10
February	Sponsorship for Amateur Riders—What Companies Want; Rider Fitness, Losgelassenheit.	11/22/10	11/24/10	1/25/11
March	Training with Canadian Olympian Cindy Ishoy; Charles de Kunffy; Pest Control in Barns	12/21/11	12/23/11	2/22/11
April	Annual Show Issue. Training Morgan Horses; A Psychologist Examines First Level, Test 1; Project Centerline, a clothing design contest	1/25/11	1/27/11	3/29/11
May	The Life of Working Students; Saddle Fitting with Top Trainers	2/21/11	2/23/11	4/26/11
June	International Issue. Great Dressage Barns of the World Photo Essay; How to Become an Assistant Instructor; Scott Hassler's New National Training Program	3/29/11	3/31/11	5/31/11
July	How to Fit a Double Bridle; Thoracic-Sling Muscles; Overheating and Skin Care or the Rider	4/26/11	4/28/11	6/28/11
August	Baroque Horse Issue. New Event for Dressage Horses: Working Equitation; News from PRE, Lipizzan and Friesian Associations; Trailer Driving Tips	5/24/11	5/26/11	7/26/11
Sept	16th Anniversary Issue: How to Ease a Horse into Turnout (Fencing)	6/28/11	6/30/11	8/30/11
Oct	The Man Issue. How to Fit a Saddle for Men; Finding Clothes that Fit; Etiquette in the Show Ring; Blankets	7/25/11	7/27/11	9/27/11
Nov	Young Rider Issue. What I Learned at Riding Camp, Young Rider Champions, Holiday Gifts, Deworming AroundShow and Training Schedules.	8/25/11	8/30/11	10/25/11
Dec	Education Issue. New Events and Shows for Youngsters and Ponies, Staying Fit this Winter.	9/27/11	9/29/11	11/29/11

2011 Advertising Rates

Effective with the January 2011 issue

DISPLAY RATES

Four color

	1x	3x	6x	12x	18x	24x
Full Page	\$3,420	\$3,320	\$3,210	\$3,010	\$2,935	\$2,820
2/3 Page	2,605	2,525	2,440	2,290	2,235	2,150
1/2 Page	2,230	2,160	2,095	1,950	1,910	1,835
1/3 Page	1,545	1,490	1,440	1,350	1,320	1,275
1/6 Page	990	965	930	870	850	815

Two color

	1x	3x	6x	12x	18x	24x
Full Page	\$2,565	\$2,485	\$2,400	\$2,255	\$2,200	\$2,115
2/3 Page	1,975	1,890	1,825	1,710	1,675	1,605
1/2 Page	1,670	1,610	1,565	1,470	1,430	1,375
1/3 Page	1,155	1,115	1,085	1,015	990	955
1/6 Page	745	720	700	650	635	610

Black & White

	1x	3x	6x	12x	18x	24x
Full Page	\$2,130	\$2,070	\$2,010	\$1,880	\$1,835	\$1,765
2/3 Page	1,615	1,570	1,535	1,425	1,400	1,335
1/2 Page	1,340	1,300	1,270	1,180	1,155	1,110
1/3 Page	965	930	905	840	825	795
1/6 Page	615	600	580	545	530	515

Covers

	1x	3x	6x	12x	18x	24x
2nd Cover	\$4,280	\$4,145	\$4,015	\$3,755	\$3,680	\$3,530
3rd Cover	4,105	3,980	3,865	3,615	3,530	3,395
4th Cover	4,610	4,470	4,330	4,060	3,975	3,810

MARKET SQUARE SECTION RATES

Four color

	1x	3x	6x	12x	18x	24x
1/3 Page	\$985	\$960	\$930	\$870	\$850	\$810
Double 1/9 pg	745	725	705	655	640	615
1/6 Page	535	525	510	475	470	445
1/9 Page	365	350	340	315	300	290

Two color

	1x	3x	6x	12x	18x	24x
1/3 Page	\$840	\$815	\$800	\$745	\$725	\$700
Double 1/9 pg	635	625	605	560	550	530
1/6 Page	460	445	430	405	400	365
1/9 Page	300	290	280	270	265	255

Black & White

	1x	3x	6x	12x	18x	24x
1/3 Page	\$705	\$685	\$670	\$615	\$605	\$575
Double 1/9 pg	530	520	480	475	460	435
1/6 Page	385	375	365	340	335	315
1/9 Page	260	250	245	235	230	225



Celebrating the American West.

Average paid circulation: 96,107

All of our readers are cowboys – at least at heart. And cowboys don't give up. Our cowboys don't give up in their quest for all things Western. It's what drives them to *American Cowboy*, the cultural chronicler of the American West, for engaging stories and gorgeous photos about all aspects of contemporary Western living, from people and travel, to history and equine pursuits. It's also what drives their purchasing. These affluent, active readers crave ways to outfit and express their Western passion. They flavor their homes, and second homes, with Western décor; their barns with Western tack and their photo albums with pictures from Western themed travels.

The enduring spirit of the cowboy drives our content. And our pages – with your advertisements – literally endure, on bookshelves and coffee tables across the country. Most of our readers hang on to every single issue. They also log on. Users flock to americancowboy.com and 45,000 readers opt-in to our bimonthly e-newsletter.

American Cowboy Readers:

- Male/female: 54%/46%
- Average age: 50
- 83% have taken action as a result of reading *AC* (purchased an advertised product or service, visited an advertiser's website, contacted an advertiser, etc.)

Purchased in the last year:

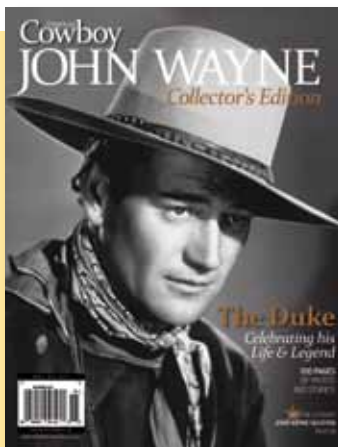
- Western apparel: 75.7%
- Books/CDs/DVDs: 72.4%
- Pet Food/Products: 56.4%
- Boots: 56%
- Gifts & Collectibles: 51.6%
- Garden Supplies: 49%
- 86.5% traveled on an overnight domestic trip in the past year
- 51.7% plan to take a Western-themed vacation in the next year
- 72.9% participate/attend rodeos and shooting sports events
- Average number of horses owned/leased: 2.8
- 57.2% ride regularly

**2008 American Cowboy Reader Study, RRC Associates, Boulder, CO*



Special Issue Opportunities

In addition, ask about upcoming special issues, like our stunning John Wayne Collectors' Edition *American Cowboy*.



2011 Issue Schedule & Editorial Calendar

American Cowboy is published 6 times per year.

Issue	Special Features	Space Due	Materials Due	On Sale
Feb/March	101 Best Western Events: Our Definitive Roundup of the Country's Top Western Events; Travel: The Southwest, including New Mexico, Arizona, Utah and Colorado; Gear: Boots	1/24/11	1/26/11	3/15/11
April/May	The Travel Issue: Essential Information for Planning the Perfect Western Vacation; Travel: The Great Plains, including North Dakota, South Dakota, Nebraska and Kansas; Gear: Jeans and Shirts for Spring	1/24/11	1/26/11	3/15/11
June/July	The Rodeo Issue: AC's Guide to the Season's Rodeos; Travel: The Northwest, including Washington, Oregon and Idaho Gear: Hats	3/28/11	3/30/11	5/10/11
Aug/Sept	The Entertainment Issue: Western Celebrity and Entertainment News Travel: The Northern Rockies, including Montana and Wyoming Gear: Guns and Knives	5/23/11	5/25/11	7/12/11
Oct/Nov	The Active Adventure Issue: The Ultimate Guide to Active Adventures Travel: Texas and Oklahoma Gear: Jeans and Shirts for Fall	7/22/11	7/25/11	9/6/11
Dec/Jan	The Annual Gift Guide: Unique and Distinctly Western Gifts for Everyone on Your List; Travel: The Pacific, including California and Nevada Gear: Belts and Buckles Special Advertising Sections: Holiday Gift Guide, Guide to WNFR and Cowboy Christmas Gift Show	9/26/11	9/28/11	11/8/11



2011 Advertising Rates

Effective with the February/March 2011 issue

DISPLAY RATES

Four color	1x	3x	6x
Full Page	\$6,215	\$5,785	\$5,225
2/3 Page	4,750	4,415	3,985
1/2 Page	3,910	3,630	3,280
1/3 Page	3,350	3,115	2,815
1/4 Page	2,415	2,245	2,030
1/6 Page	1,745	1,620	1,465
Covers	1x	3x	6x
2nd Cover	\$6,835	\$6,485	\$5,745
3rd Cover	6,835	6,485	5,745
4th Cover	7,455	6,940	6,265
Black & White	1x	3x	6x
Full Page	\$5,380	\$5,005	\$4,515
2/3 Page	4,035	3,750	3,390
1/2 Page	3,225	3,000	2,710
1/3 Page	2,685	2,500	2,260
1/4 Page	1,885	1,750	1,580
1/6 Page	1,345	1,250	1,125
2 Page Spread	1x	3x	6x
2 pages	\$12,430	\$11,790	\$10,445

WESTERN SHOPPER RATES

Four color	1x	3x	6x
1/9 page	\$845	\$780	\$735
Double 1/9	1,485	1,355	1,260
Black & White	1x	3x	6x
1/9 page	\$740	\$680	\$640
Double 1/9	1,300	1,185	1,100

DESTINATION RATES

Four color	1x	3x	6x
1/12 page	\$515	\$490	\$450
Double 1/12	905	855	815
Black & White	1x	3x	6x
1/12 page	\$460	\$440	\$430
Double 1/12	810	770	735



Have Horse. Will Travel.

Average paid circulation: 46,167

Deliver your message to affluent, adventurous horse lovers constantly on the lookout for the next place to ride and product to try. In addition to providing news about exciting destinations, how-to's from top clinicians, humor columns and the latest products and gear, *The Trail Rider* fosters a particularly strong community of like-minded horse lovers across the country. Readers share their own stories and photos and interact with experts on MyHorse.com, the magazine's online home. An ad buy in *The Trail Rider* brings your company into the family, to the tops of the minds of readers united by their quest for the next great ride and the products they need to make it even greater.

In Each Issue

- Special sections including in-depth reports about everything from trail saddles to travel
- Resource guides to manufacturers and distributors
- Natural horsemanship tips from Linda Tellington-Jones
- Safety and health advice from vets and other experts

- First-person reports about rides across the country
- Hands-on tips and new product reviews
- Truck and trailer reviews and advice
- American Competitive Trail Horse Association news
- Exclusive Where-to-Ride-Guide

The Trail Rider Readers*:

Own horses.

- 92% have at least one, many have several.
- Earn a living that allows them to stay in the saddle.
50% of readers have a household net worth of \$100-499,999.
32% have a household net worth of \$500,000 and above.

Own land.

- 40% own 5-19 acres, 27% own 20-99 acres,
10% own 100 acres or more, 23% own under 5 acres.
- 82% keep their horses at home.
- 60% may improve their barns in the next year.
- 82% trailer out to ride at least monthly.
- 75% have been riding 15 years or more. Many ride both Western and English.
- 76% female, 24% male
- Average Age: 50

* Horse Media Group Online Reader Survey update to 2005 Lewis & Clark Research Study, Raleigh, NC, August 2009

“My phone hasn’t stopped ringing and the email is still coming in from the write-up you did on our benefit trail ride. We wouldn’t be where we are today if it wasn’t for your magazine. I always ask folks ‘Where did you find out about us?’ Nine times out of ten, it’s The Trail Rider.”

Larry D. Stewart, CEO/President, This Horse Is Silent Cares
(charity benefitting equestrian families)



2011 Issue Schedule & Editorial Calendar

The Trail Rider is published eight times per year. Six regular issues: January/February; March; May; July/August; September/October; November/December. Two special issues: April and June.

Issue	Special Features	Space Due	Materials Due
Jan/Feb	10 Top Riding Vacations, Soothe Your Horse's Joints, Linda Tellington-Jones: Anxiety/Spooking	11/10/10	11/15/10
March	Create a Comfy Horse Camp, Your Trail First-Aid Kit, Overcome Fear After a Fall, Linda Tellington-Jones: Back Soreness/Stiffness	1/11/11	1/14/11
April	Special Issue – 7th Annual Complete Trail-Ride Guide: Planning Guide Getting-There Tips, Top Trail-Riding Destinations, Resources	2/8/11	2/11/11
May	Trail Bridles & Bits, What's New in Navigation, Linda Tellington-Jones: Ground Exercise for Control	3/15/11	3/18/11
June	Special Issue: Complete Trail-Horse Source: Buy Your Next Trail Horse, Breeding-Farm Listings, National Breed Association Trail-Riding Programs and Ride Calendar	4/15/11 How to	4/20/11
July/Aug	Beat the Heat, Control On-Trail Pests Naturally, Linda Tellington-Jones: Go Forward Under Saddle	5/11/11	5/16/11
Sept/Oct	Safe Trailing, Truck & Trailer First-Aid Kit, Linda Tellington-Jones: How to Cross Obstacles	7/14/11	7/19/11
Nov/Dec	8th Annual Holiday Gift Guide for Trail Riders, Go Gaited, Linda Tellington-Jones: Fix a Balky Horse	9/12/11	9/15/11



2011 Advertising Rates

Effective with the January 2011 issue

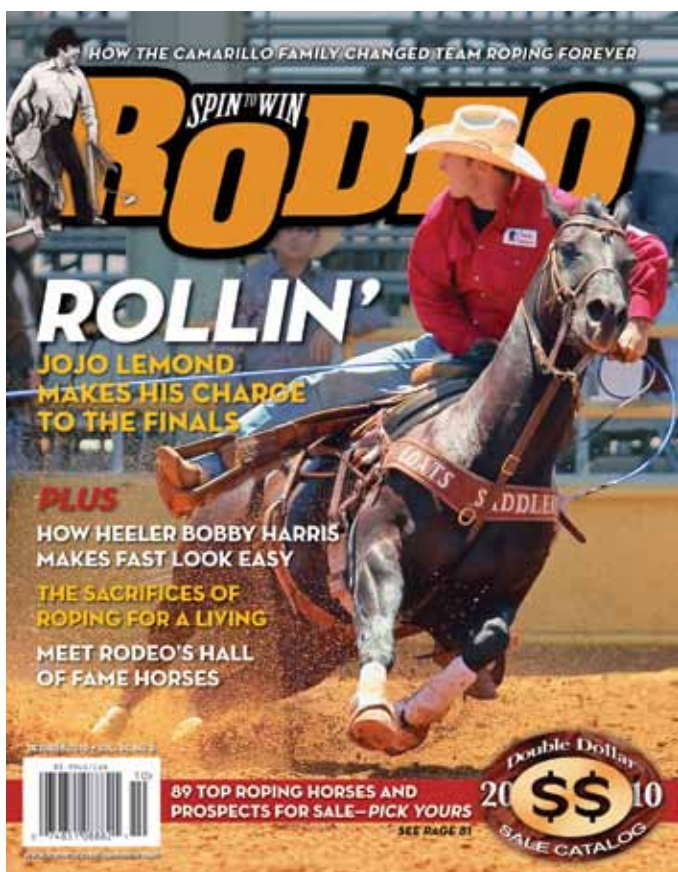
DISPLAY RATES				
Four color	1-2x	3-5x	6x	7-8x
Full Page	\$2,385	\$2,305	\$2,200	\$2,150
2/3 Page	2,065	1,995	1,915	1,860
1/2 Page Digest*	1,935	1,860	1,790	1,735
1/2 Page	1,750	1,700	1,630	1,585
1/3 Page	1,425	1,380	1,315	1,280
1/4 Page	1,190	1,145	1,100	1,065
1/6 Page	1,020	985	945	910
1/9 Page 4 Color	\$330	\$315	\$300	\$295
Black & White	1-2x	3-5x	6x	7-8x
Full Page	\$2,025	\$1,950	\$1,870	\$1,810
2/3 Page	1,485	1,435	1,380	1,340
1/2 Page Digest*	1,440	1,395	1,330	1,290
1/2 Page	1,315	1,275	1,220	1,185
1/3 Page	985	945	905	885
1/4 Page	670	645	615	605
1/6 Page	555	545	525	510
1/9 page B&W	230	225	220	210
Covers	1-2x	3-5x	6x	7-8x
2nd Cover	\$2,865	\$2,760	\$2,640	\$2,580
3rd Cover	2,745	2,645	2,525	2,470
4th Cover	3,465	3,340	3,195	3,115

* Guaranteed as only ad on page

BUSINESS CARD RATES				
	1-2x	3-5x	6-7x	8x
4 Color	\$330	\$315	\$300	\$295
Black & White	230	225	220	210

Position Premium Charge: Page 1 add 20%; opposite table of contents or masthead add 15%; other special positions add 10%; fractional bleeds add 10%; full bleeds no charge; 2-page spreads subtract 5%.

Please refer to the Equine Network's Mechanical Specifications Sheet for details.



Living the Rodeo Lifestyle.

Average paid circulation: 35,512

Our readers don't take their boots off when they leave the arena. *Spin To Win Rodeo* readers live the roping and rodeo lifestyle 24/7/365. They've got horses to train and care for and pastures to keep up when they're not hauling down the road to compete at a roping or rodeo. It's more than a passion. It's a way of life.

And a rodeo life requires a constant stream of gear. Our ranching and rodeo families provide a rich market for your products across a broad demographic spectrum: jeans for the barrel-racing daughter, protective boots for the son's roping horse, a hitch for mom's dually and a new hat for dad.

Spin to Win Rodeo is the #1 independent rodeo magazine in the industry, providing how-to tips from the best in the business to help competitors in their quest to get to the pay window whether they're team roping, barrel racing or riding rough stock. We've been selected to be the home for all World Series of Team Roping news and event information.

We help readers get results in their performance.

We do the same for advertisers.

We've grown our circulation for the past three years, despite a challenging market, and we're on track to do the same this year. Though our readers are an independent, hard-working bunch, one thing they all agree on is that they don't miss an issue of *Spin To Win Rodeo*.

In Each Issue

- Regular columns from Editors in Chief & 7 time World Champions Jake Barnes & Clay O'Brien Cooper
- Barrel Racing how-to column by top professionals
- Rodeo recaps, analysis and training insights
- Horse health tips
- New products
- Life with the pros on the rodeo road

Spin To Win Rodeo Readers:

Household Net Worth:

\$500,000+ 27% • \$100-499,999 52%

Own Horses 95% • Own 5+ horses 44%

50% have owned horses their whole lives

Are families:

With 81% men and 19% women

2 members involved 28%

3 household members involved 18%

4+ household members involved 22%

Average Age: 45

86% keep horses at home, and own larger properties:

100+ acres 21% • 20-99 26% • 5-19 31%

80% rural

Own equipment:

tractors 63%, trailers 91%, arenas 70%

The majority of readers are looking to improve their barn in a year.



2011 Issue Schedule & Editorial Calendar

Spin To Win Rodeo is published monthly.

Issue	Special Features	Space Due	Materials Due
January	PRCA World Champions from the Wrangler National Finals Rodeo, USTRC Open Champs	11/23/10	12/3/10
February	World Series of Team Roping Winners	12/21/10	12/23/10
March	Denver Champions, IPRA Winners	1/25/11	1/28/11
April	Wildfire Open Roping, San Antonio Winners	2/22/11	2/25/11
May	George Strait Team Roping Classic, Houston and DNCFR Recaps	3/22/11	3/25/11
June	California Rodeo Run, ProRodeo Hall of Fame Inductees	4/19/11	4/22/11
July	Windy Ryon Memorial Roping, Cowboy Christmas Preview	5/17/11	5/20/11
August	College National Finals Recap, Reno Rodeo Champs, BFI Winners	6/20/11	6/23/11
September	Winners from Salinas and Cheyenne, High School Finals Champs	7/19/11	7/22/11
October	Caldwell Night Rodeo Winners, USTRC National Finals of Team Roping Preview	8/23/11	8/26/11
November	Pendleton Champs, Omaha Winners, AQHA Horses of the Year, ACTA Finals	9/20/11	9/23/11
December	Regular Season Recap and Wrangler NFR Preview Edition, Dallas Recap	10/25/11	10/28/11



2011 Advertising Rates

Effective with the January 2011 issue

DISPLAY RATES

Four color	1-2x	3-5x	6-11x	12x
Full Page	\$2,315	\$2,240	\$2,155	\$2,010
2/3 Page	1,745	1,695	1,620	1,530
1/2 Page Digest*	1,705	1,655	1,585	1,480
1/2 Page	1,435	1,380	1,320	1,230
1/3 Page	1,045	995	950	885
1/4 Page	860	820	780	725
1/6 Page	535	515	500	445
1/9 Page	315	305	290	285

Black & White	1-2x	3-5x	6-11x	12x
Full Page	\$1,530	\$1,480	\$1,420	\$1,330
2/3 Page	1,165	1,130	1,080	1,015
1/2 Page Digest*	1,145	1,110	1,060	995
1/2 Page	960	930	895	835
1/3 Page	745	700	685	645
1/4 Page	595	570	555	520
1/6 Page	450	435	425	400
1/9 Page	220	215	210	200

* *Guaranteed as only ad on page*

Covers	1-2x	3-5x	6-11x	12x
2nd Cover	\$2,775	\$2,690	\$2,585	\$2,420
3rd Cover	2,660	2,580	2,475	2,315
4th Cover	3,360	3,250	3,120	2,920

Position Premium Charge: Page 1 add 20%; opposite table of contents or masthead add 15%; other special positions add 10%; fractional bleeds add 10%; full bleeds no charge; 2-page spreads subtract 5%.

Please refer to the Equine Network's Mechanical Specifications Sheet for details.



Willing to pay for a competitive edge.

Member circulation: 36,000

USHJA's In Stride's affluent readers ride to win and eagerly spend to improve their horses and their riding. This premium audience of competitors at the upper echelon of the hunter/jumper world is constantly searching for cutting-edge products and services to help them stay in the ribbons. Mailed bi-monthly exclusively to members of the U.S. Hunter Jumper Association, the publication provides essential organizational news, behind-the-scenes insight and valuable tips about horse care specifically tailored to the needs of these athletes. This select group of competitors includes juniors, amateurs and professionals who have the means necessary to keep their horses at the top of their game. *USHJA's In Stride* is the only way to reach every competitor from Wellington, FL, to Los Angeles, CA, along with today's Olympians and those training to be on the 2020 team. Our audience strives to improve their performance in the ring. Ad space in *USHJA's In Stride* will help make sure those dollars improve your company's performance as well.



***USHJA's In Stride* Readers:**

- 43% Amateurs, 35% Juniors, 18% Professionals
- Average household income \$237,000
- Average net worth \$1,441,000
- 85% own homes
- 54% own horse trailers
- 99% attend/participate in shows
- 74% own custom stable equipment
- 44% over 18, 37% under 18

***USHJA's In Stride* Horses:**

- Average value: \$83,500
- 81% compete at A-rated shows
- 91% are fed supplements
- 71% receive alternative therapeutic treatments
- 81% are insured

Info from the 2007 USHJA membership survey

2011 Issue Schedule & Editorial Calendar

USHJA's In Stride is published six times per year.

Issue	Special Features	Space Due	Materials Due	On Sale
February	Young Professionals: How/Why to Become a Young Professional Trainer, Judge, Steward, Show Manager, etc. Annual Meeting Coverage	1/3/11	1/5/11	2/10/11
April	Owners Issue	3/1/11	3/3/11	4/9/11
June	Horse Welfare, Barn Managers, IHSA coverage	5/2/11	5/4/11	6/10/11
August	Derby Preview & USHJA Hunter Jumper Sport Museum	7/1/11	7/3/11	8/10/11
October	Trainers & Derby Wrap Up EAP Preview Summer Championships Wrap Up RCP Preview Hunterdon Cup Coverage	9/1/11	9/6/11	10/10/11
December	Youth Issue. Junior Hunter Challenge Coverage USHJA/USHJAF Donors and Sponsors Recognition EAP Nationals Coverage	11/1/11	11/3/11	12/9/11

2011 Advertising Rates

Effective with the February 2011 issue

DISPLAY RATES

Four color	1x	3x	6x
Full Page	\$2,805	\$2,720	\$2,630
2/3 Page	2,125	2,060	2,000
1/2 Page	1,615	1,570	1,510
1/3 Page	1,235	1,195	1,155
1/6 Page	930	910	875
Two color	1x	3x	6x
Full Page	\$2,355	\$2,285	\$2,205
2/3 Page	1,790	1,740	1,680
1/2 Page	1,365	1,320	1,280
1/3 Page	1,035	1,005	970
1/6 Page	790	760	740
Black & White	1x	3x	6x
Full Page	\$1,865	\$1,810	\$1,755
2/3 Page	1,425	1,375	1,330
1/2 Page	1,080	1,050	1,020
1/3 Page	820	795	765
1/6 Page	625	605	585
Covers	1x	3x	6x
2nd Cover	\$3,495	\$3,390	\$3,285
3rd Cover	3,320	3,225	3,125
4th Cover	3,780	3,665	3,555

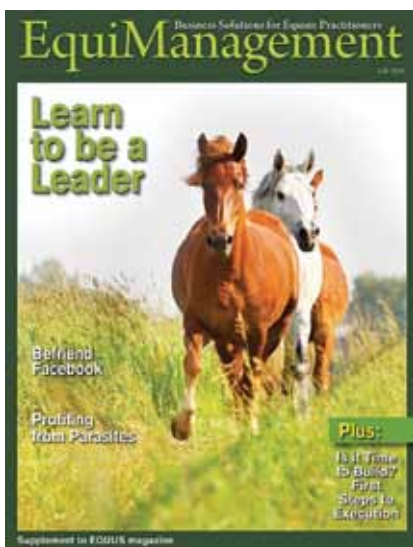
Required reading for veterinarians.

Circulation: 10,000+ veterinarians

EquiManagement is the prescription for driving sales of the products and services veterinarians use in their practice. This business publication is polybagged with award-winning EQUUS magazine and mailed four times a year exclusively to all members of the American Association of Equine Practitioners. These vets reach more than 2 million horse owners through their work.

This focused reach gives you the opportunity to target your message directly to veterinarians, the owners and decision-makers of their unique businesses. These are practice owners in constant need of supplies and are always on the lookout for cutting-edge products. Dedicated to the business of the equine practitioner, the magazine is packed with editorial created to help those who spend their lives helping horses. Content includes information about marketing, finance, operations and human resources.

EquiManagement helps veterinarians grow their practice. It can also help you grow your brand.



2011 Issue Schedule & Editorial Calendar

SPRING 2011

The Art of Compensation: Associates, Partners, Employees

Space Due: 12/21/10

Materials Due: 1/5/11

Subscriptions Mailed: 2/11/11

On Sale: 2/22/11

SUMMER 2011

Valuation and Retirement: Financial Planning for Equine Practitioners

Space Due: 3/23/11

Materials Due: 4/4/11

Subscriptions Mailed: 5/20/11

On Sale: 5/31/11

FALL 2011

Tools of the Trade: New Profit Centers

Space Due: 6/28/11

Materials Due: 7/5/11

Subscriptions Mailed: 8/19/11

On Sale: 8/30/11

WINTER 2011

Strategy and Planning: Building a sound future

Space Due: 9/28/11

Materials Due: 10/3/11

Subscriptions Mailed: 11/18/11

On Sale: 11/29/11

2011 Advertising Rates

Effective with the Spring 2011 issue

DISPLAY RATES

Four color

2 Page Spread	\$3,805
Full Page	2,000
2/3 Page	1,675
1/2 Page	1,255
1/3 Page	930

Black & White

2 Page Spread	\$2,925
Full Page	1,530
2/3 Page	1,240
1/2 Page	940
1/3 Page	690

Covers

2nd Cover	\$2,285
3rd Cover	2,100
4th Cover	2,470

Please refer to the Equine Network's Mechanical Specifications Sheet for details.

Make sure visiting horse lovers spend time with your brand.

Circulation: 80,000

Reach both elite competitors and horse-loving fans and their families with this richly produced guide to the Kentucky Horse Park and the surrounding area. The 2010 Alltech FEI World Equestrian Games boosted the profile of what was already an international equestrian destination. Spectators swarm the park to watch athletes compete at everything from mounted police games to the Rolex

Kentucky Three Day Event, or to visit one of over 30 equine groups that call the Horse Park home. A constant current of horse lovers passes through year-round, visiting attractions like the International Museum of the Horse and the Hall of Champions, where they can meet racing and showing legends. Make sure they can meet your products and services as well with space in this must-have guide.

Discover Horses showcases the horses, people and events in the park as well as surrounding Lexington dining and tourism destinations, complete with essential maps. Published each April, before the Rolex Kentucky Three Day Event, this deluxe guide is distributed throughout the park, as well as at local hotels and Lexington and Kentucky tourism offices. Reach a demographic of horse lovers as wide as those bluegrass pastures as they compete and vacation in the Lexington area, the Horse Capital of the World.



BONUS: As an advertiser, enjoy special opportunities to display your literature at the Horse Park Visitor Information Center.

Reach the horse enthusiasts of today and future generations.

The Kentucky Horse Park has blossomed into the premier equestrian event venue in the world—yet it remains a working horse farm. *Discover Horses* covers all aspects of the park as well as the horse country surrounding Lexington:

EVENTS: From the Rolex Kentucky Three-Day Event to the plastic pony horse show of BreyerFest, there’s always something going on at the park, whether in the new indoor arena, championship rings or the impressive stadium. *Discover Horses* offers a complete event schedule and features on spotlight events.

HORSES: Get to know the residents of the park, from the minis and foals of the Mare and Foal Show to the “Gentle Giants,” the Clydesdales, Belgians and Percherons who pull the park’s trolleys and carriages. And don’t forget the stars of the park, Cigar, Funny Cide and their roommates at the Hall of Champions.

ATTRACTIONS: View a photo essay of the park’s bronzes, learn what’s new at the International Museum of the Horse and the new Arabian Horse Galleries, catch a Parade of Breeds show.

EXPLORE LEXINGTON: *Discover Horses* features a dining guide, restaurant reviews, events calendar and stories on local attractions.

Discover Horses is the must-read guide for anyone visiting—or planning to visit—the Lexington area.

2011 Advertising Rates

Effective with the 2011 issue

DISPLAY RATES

Four color

Full Page	\$4,135
2/3 Page	3,140
1/2 Page	2,700
1/3 Page	1,860
1/6 Page	705

Two color

Full Page	\$3,310
2/3 Page	2,525
1/2 Page	2,085
1/3 Page	1,485
1/6 Page	610

Black & White

Full Page	\$2,755
2/3 Page	2,100
1/2 Page	1,740
1/3 Page	1,240
1/6 Page	505

Covers

2nd Cover	\$5,165
3rd Cover	4,960
4th Cover	5,580

Please refer to the Equine Network’s Mechanical Specifications Sheet for details.

EQUISEARCH.com

THE ONLINE AUTHORITY FOR EVERYTHING ABOUT HORSES



Make sure searching horse enthusiasts find your brand.

Unique annual visitors: 3,666,000

More than 215,500 unique visitors come to EquiSearch.com each month. That means 215,500 opportunities to deliver your marketing message to horse lovers. Each day, the popular search engines like Google and Yahoo direct thousands of people searching for horse-related terms to EquiSearch.com, where your message should be waiting.

Cyberspace is a noisy, busy place. Ensure your brand stands out by including it among respected content on our strategically designed site. Not only do users enjoy more than 10,000 articles from award-winning Equine Network publications like *EQUUS*, *Horse&Rider*, *Practical Horseman*, *Dressage Today*, and *Spin To Win Rodeo* blogs and videos; they also connect with one another in a thriving community of horse enthusiasts. This means users stay longer and visit our hub more often, increasing your brand's exposure.

EquiSearch.com is the online authority for English and Western riding, the portal to the websites for *Dressage Today*, *EQUUS* and *Practical Horseman* magazines, publications with extensive loyal followings. Strengthen your brand and drive customers to your site with direct sales for newsletter sponsorship, banner ads, email blasts, category sponsorship and an endless variety of custom packages.

Annual Statistics:

- Unique visitors: 2,586,000
- Page views: 7,629,600 (each click on a new page within the site counts as a page view, and is an opportunity for showcasing your brand)

On horses. Online. On target.

BANNERS

(Cost per 1,000 ad impressions: CPM)

TIER ONE	Includes banners on homepage and major index pages as well as banners targeted by content or category.....	\$25 CPM
TIER TWO	Run-Of-Site (ROS).....	\$20 CPM

EMAIL BLASTS

Over 40,000 email names available. May be targeted by breed, discipline or geography.

Regular Rate	\$95 CPM
Discounted Rate for Print Advertisers	\$75 CPM

NEWSLETTER ADVERTISING RATES

EquiSearch.com Newsletter sent weekly to 40,000

Top spot is 300x250 pixels; other ad spots are 728x90 pixels\$350 per issue

Targeted Newsletters	Sponsorship	Second Spot	Third Spot
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On the Trail

Sent bi-monthly to 50,000 trail riding names

Sponsor ad is 728x90 pixels; other ads are 160x90 pixels			
	\$750	\$500	\$350

Magazine Newsletters

Sponsor gets 2 ads: 300x250 and 243x90 pixels; other ads are 728x90 pixels

Discount rate available for print advertisers

EQUUS	\$1,250	\$950	\$950
Sent monthly to 80,000			

Horse&Rider	\$1,250	\$950	\$950
Sent monthly to 80,000			

Practical Horseman	\$850	\$600	\$600
Sent monthly to 30,000			

Dressage Today	\$850	\$600	\$600
Sent monthly to 30,000			

CROSS-PLATFORM ADVERTISING RATES:

Dominate the magazine both in print and online. Print advertisers are eligible for a Brand Block on the home page of EQUUS (\$825), Horse&Rider (\$750), Practical Horseman (\$525) and Dressage Today (\$400) – exclusive for the entire month. Three different ad sizes are displayed for blanket coverage: 728x90, 160x600 and 300x250 pixels.





THE INDUSTRY'S LARGEST WEBSITE FOR BUYING
AND SELLING HORSES, TRAILERS AND FARMS

Loyal Shoppers for Big Ticket Items.

Unique annual visitors: 3,666,000

The leading transactional horse-related website, Equine.com attracts a monthly audience of over 305,000 unique visitors and over 10 million page impressions. For over 10 years, the user-friendly site has helped thousands of horse owners buy and sell their horses. Let it help promote your products and services.

Strong customer service and constant efforts to keep the site secure keep both buyers and sellers returning to buy and sell horses, stallion services, trailers and property. This is a receptive audience to launch your brand and grow awareness about your company.

Creating and using cutting-edge technology, Equine.com has developed extensive tracking and data capturing systems. This means you have access to the largest customizable equine industry database in the business – a powerful tool to target campaigns, surveys and promotions.

CO-BRANDING LEVERAGE

Equine.com is the largest equine industry website to offer legitimate and effective co-brand distribution. Your ad can be displayed on up to 20 of the most visited sites in the horse world including: AQHA, USDF, USHJA and WebPony. This is co-branding that gets results and saves you money.

Equine.com gives you an unparalleled ability to target your campaign by geography, discipline and breed.

Annual Statistics:

- Unique visitors: 3,666,000
- Page views: 97,982,400 (each click on a new page within the site counts as a page view, and is an opportunity for showcasing your brand)
- Email list: 60,000+

Typical Equine.com users:

- 87% female
- own 4.45 horses
- spend more than 11 minutes each visit
- visit the site 30 times in six months

The most comprehensive, diverse and targetable internet opportunities available

Equine.com Eblast. The mightiest in the industry. Expert list management ensures that your message reaches the right audience.

Newsletter sponsorship. Only three slots available each month to reach 500,000 subscribers. Additionally, The Stallion Newsletter reaches 35,000 subscribers.

Special Offer Section. Drive customers to your site via this highly effective platform.



Bellyband ads. Placed on every page of search results and you only pay per click. With more than 10 million exposures per month, your ad sells.

Pop-ups and pop-unders. Only available in select areas to maximize your investment.

Category sponsorship. Choose the category that drives your sales, and your ad will be displayed in a premium location at the top of the page. Multiple category discounts available.

Customized programs. We can create initiatives such as sweepstakes, market research and lead programs that leverage our list to meet your goals.

Research. Discover what you need to boost sales via customer surveys.

Rates

BANNERS:

(Cost per 1,000 ad impressions: CPM)

TIER ONE Includes banners on homepage and major Index pages as well as banners targeted by content or category..... \$20 CPM

TIER TWO Run-Of-Site (ROS)..... \$15 CPM

EMAIL BLASTS:

Over 300,000 email names available. May be targeted by breed, discipline or geography.

Regular Rate..... \$85 CPM

Discounted Rate for Print Advertisers \$64 CPM

Micro-targeting, zip code radius blasts of 5,000 or less \$75 CPM

COST PER CLICK (CPC): Advertising

Must be bundled with banners, email blasts, etc.

Special Offer Text Links and Bellyband Ads0.40 CPC

E-NEWSLETTER SPONSORSHIPS:

Equine.com (monthly; 300,000 email names)..... \$1,000 per issue

Stallion (weekly, January-July; 30,000 email names)..... \$300 per issue

One sponsorship available; frequency rate available

MyHorse, Your ideal audience.

Unique annual visitors: 703,200

703,200 horse enthusiasts visit MyHorse.com each year. Users are horse and land-owning enthusiasts searching for information about how to enhance their equestrian lifestyles—an ideal, receptive online audience for your message.

The site provides instant, free information about horses and riding sourced from across our stable of Equine Network industry experts. Every one of these articles is search engine optimized, assuring you a high level of response and traffic volume from horse owners worldwide.

MyHorse.com receives 3 million page views annually. A broad spectrum of interactive features including blogs, videos, interviews, podcasts, newsfeeds, photo galleries and an events calendar enhances and extends each visit, luring users back again and again for repeated, prolonged exposure to your advertising message.

With content drawn from across The Equine Network, MyHorse.com provides articles and videos about training, horse health, tack, barns, trail riding, rodeo, trucks and trailers. The site is the online home for the award-winning publications (with their own legions of loyal readers) *Spin To Win Rodeo*, *The Trail Rider*, *Horse & Rider*, and *The Horse Journal* as well as the link to our two digital magazines *HitchUp!* and *HorseLink*.

Annual Statistics:

- 880,588 visitors and growing
- 703,200 unique visitors
- 975,000 visits
- 3 million page views (each click on a new page within the site counts as a page view, and is an opportunity for showcasing your brand)
- 60,000+ email list

Myhorse.com Users:

- 80% female/ 20% male
- 88% over 35 years
- 69% have ridden 15+ years
- 79% own 2+ horses
- 84% own acreage
- 68% keep horses at home

5 Ways to Reach The Right Readers

SPLASH AD

\$100/day

- Emerges as an overlay on the MyHorse.com home page.
- Every visitor sees your ad, and only your ad, every time he or she logs on.
- Runs for 10 seconds.
- Flash animation delivers your key advertising message.

ROADBLOCK AD

\$900/week

- Appears as two large display ads, a leaderboard at the top of the page and a rectangle on the right of the page.
- Exclusive exposure. No other advertisers will appear on your sponsored pages.
- Runs on pages with highest traffic: homepage and category landing pages.

CATEGORY LEADERBOARD AD

\$200/month

- Rotates on your chosen editorial category page.
- Target a specific, relevant audience from among seven equine-related categories: Training, Health, Gear, Barn, Rodeo, On Trail and Vehicles.

MAGAZINE HOME PAGE AD

\$750/week

- Tandem leaderboard and rectangle display ads on magazine home pages.
- Captures loyal visitors who read *Spin To Win Rodeo*, *The Trail Rider* and *Horse&Rider*
- Prime print/online cross-promotional marketing opportunity.

CUSTOMIZED MYHORSE.COM OPPORTUNITIES:

Including online special reports, product videos, e-newsletter skyscrapers and bonuses, e-magazines, sponsorships, blog alerts that deliver your message to this select audience of horse and land owners.



HorseLink: The missing link to maximizing sales.

Audience: 500,000

**Easy for readers.
Even easier for
advertisers.**

HorseLink digital magazine is like a traditional print magazine with an interactive twist – and an audience of half a million horse enthusiasts. This unique, rich-media publication electronically delivers video and audio to a targeted group. Capture readers with dynamic, online video advertising that plays instantly as users click through the pages of the magazine. A select list of qualified readers receives this free digital offering that combine videos, photos and interactive lessons in an easy-to-use, entertaining format.

HorseLink delivers how-to horse content featuring top clinicians, created by the same Equine Network industry veterans readers have trusted for decades in award-winning publications like EQUUS and *Horse&Rider*. It also delivers a powerful return on your dollar: A full page ad in a strong editorial environment plus links to your website plus embedded video.

“63% of readers visit an advertiser’s website after seeing an ad in HorseLink digital magazine.”

**- The Case for Advertising in Interactive Digital Magazines,
Smarter Media, April 2010**



myHORSE.com
HorseLink
MAGAZINE

DIGITAL HOW-TO FOR HORSE LOVERS

HorseLink digital magazine is a cost-effective compliment to your advertising package.

A limited number of advertising space is offered in each issue, available as full-page static ads or full-page ads with embedded video. Ads are strategically placed beside related content. Your dynamic message is delivered to a qualified, captured audience of horse lovers.

NO VIDEO? NO PROBLEM.

Experts at our own EquiFocus Studios will create one for you. Our professionals understand the equestrian lifestyle and how to craft powerful promotional video. We'll bring your product to life in our in-house studio. In addition to embedding the footage in your HorseLink ad, use the video as a powerful marketing tool on your website, on YouTube, in your online catalog, at trade shows, etc.

Today's market demands total coverage.

HorseLink magazine is an easy way to ensure you connect with all of your potential customers.

HORSELINK RATES

FULL RICH MEDIA, VIDEO AND/OR FLASH PAGE

\$50/1,000 views with a \$2,500 rate cap

(This includes your own video. For an additional cost, Equifocus Studios can create a video for you.)

FULL STATIC PAGE

\$40/1,000 views with a \$1,500 cap



ATTRACTING NEW ENTHUSIASTS

Bringing new enthusiasts into the horse world.

Unique annual visitors: 552,000

A unique partnership among industry leaders – The Equine Network, American Quarter Horse Association, U.S. Equestrian Federation and the Kentucky Horse Park – DiscoverHorses.com was created in 2010 as a powerful tool for growing the horse industry. The site offers a point of entry into the breadth and depth of the horse world, linking users to the information they need and want to get started with horses. With content provided by over 35 industry association and media partners, the site showcases over 1,600 articles geared toward building interest and excitement among potential horse people.

DiscoverHorses.com appeals to the occasional rider, the passionate spectator and kids who eat, sleep and breathe ponies. They are hungry for knowledge, ways to express their passion for horses and eager to take the first steps toward horse ownership.

Each channel of the site offers those opportunities – from information about breeds and disciplines plus the basics of horse care and Riding 101 in “All about Horses,” to links to thousands of stables in a searchable database in “Find It Here.” “Getting Started” presents opportunities for volunteering or donating to equine causes as well as information on choosing a riding instructor and where to learn more. A new channel, “Events,” highlights the top spectator events and provides a brief description, basic information and “Why you should go,” plus a calendar searchable by date, location, discipline and type of event. “For Kids” features a dynamic section designed for the youngest consumers – and their parents. Original content, plus the best from our partner sites entertains and educates kids and their families as they delve into a lifetime of horses.



DISCOVERHORSES.COM SPONSORSHIPS

Deliver your message to this growing audience of horse enthusiasts. Ask your sales representative about limited sponsorship opportunities.

Annual Statistics:

- Unique visitors: 552,000
- Page views: 2,608,800 (each click on a new page within the site counts as a page view, and is an opportunity for showcasing your brand)
- Email list: 60,000+



EQUIFOCUS

P R O D U C T I O N S

Not everyone in our industry has their own cutting-edge video production studio. That's why we do.

Let us bring your product to life through digital video, a critical tool for reaching today's audience. Our professionals understand the equestrian lifestyle and how to craft powerful promotional video. We'll bring your product to life from script to special effects in our top-of-the-line, in-house studio. We'll work with you to craft videos of whatever length usage demands: 30 seconds, one minute, one hour or more.

In addition to integrating your product video into one of our advertising programs, we will host your video on Myhorse.com (52,000 unique monthly visitors) for one year and feature its debut on the site's homepage. We will upload your video to YouTube and iTunes. And, we will send you the video to employ as a powerful marketing tool.



Your digital video from Equifocus Productions. We make it. And we make it easy for you to use.

USE YOUR VIDEO:

- On your website or online catalog.
- On your Facebook page.
- As a sales training tool.
- As an email blast.
- Running looped in your trade show booth.
- As part of point-of-purchase displays.
- As a TV commercial.
- In one of our digital magazines.
- As part of a Microsoft Tag promotion.

AN EXAMPLE OF THE POWER OF VIDEO:

We emailed a brief video featuring a Winnie's Horse Cookies giveaway promotion. Within days, the company received 1,300 requests for their cookie packs.

That's a lot of cookies!

And a lot of new people on Winnie's mailing list. (Not to mention a lot of happy horses.)



View Winnie's video and others we've created at:
<http://www.myhorse.com/videos.html>

VIDEO PRODUCTION RATES:

3-5 minutes: \$2,495

2-3 minutes: \$1,495

1 minute: \$995

TARGETED TECHNOLOGY

The Equine Network pioneered the use of Microsoft Tag technology in our industry. We'll create a Tag, like the one above, a postage stamp-sized mobile bar code, for your brand to appear in

your print advertisement. Readers download a free application, then can hold their smart phones over the Tag, bringing your product video to life in their hands. Potential customers can immediately be linked to your website, YouTube or wherever you choose so they can learn more about you than could ever fit on a single magazine page – and where they can click their way to an online purchase. Try it.



2011 Advertisement Material Requirements

PRODUCTION AD SPECIFICATIONS:

If needed, we can create your ad for you. A proof will be emailed to you for approval and sign off. We will provide two proofs before final approval.

- For ads being created by the publisher, submit typed copy and basic ad layout.
- Digital images provided must be saved as a .TIFF or .EPS file, CMYK, 300 dpi. Color will shift in files provided as RGB. A color proof must be provided from file for accuracy and reference.
- Photograph prints are not recommended and the publisher cannot guarantee quality if provided.
- Logos must be submitted as a PDF, all other file types are subject to review for reproduction quality.

Any ads or materials that do not follow these specifications are not guaranteed for reproduction.

***Disclaimer:** Publisher will review client's digital ads. If additional work is necessary to ensure proper output of ad, additional production charges may apply. If delays occur due to missing or noncompatible resource of font file, late charges may apply.*

ADS PROVIDED AS DIGITAL FILES:

All digitally submitted ads should be saved as a PDF (for partial page ads) and a PDF/X-1a (for full page ads) and submitted on CD. Files must be saved as CMYK (not RGB), 300 dpi.

AD MATERIALS CHECKLIST:

File Format: (Adobe CS4), InDesign, Illustrator, or Photoshop saved as .TIF or .EPS.

- Ad file set to correct dimensions.
- All resource files included in the ad (logo, graphics and photo images).
- All screen and printer fonts (no True Type fonts accepted).
- For bleed ads please be sure to follow specifications listed allowing 1/8" beyond trim.
- Full page ads: Safety area (text and images) on all ads must be 3/16" from the ad trim. Content not within this area may be subject to trim.

PRINTOUTS AND PROOFS:

- Printouts of ad and disk directory required.
- We cannot accept a digital ad without a printout of the full advertisement.
- SWOP certified proof created from the ad file provided. Total area density should not exceed SWOP standard of 300%. If a SWOP proof is not available, one will be created for an additional \$30 charge. This is required for all ads on press for accuracy of reproduction of color. There is no guarantee of color without a SWOP proof.

All questions regarding materials, inserts, BRCs or other inquiries should be directed to:

Barbara Van Sickle
Group Production Director
Phone: (303) 625-1624
Email: bvansickle@aimmedia.com

PLEASE UPLOAD DIGITAL FILES TO OUR FTP SITE:

Upon completion of upload to our FTP site, please contact production to inform us that your files are ready to download.

host: ftp4aim.com
username: equineads@ftp4aim.com
password: equine66

Send an email with the corresponding file name to one of the following email addresses after the upload is complete:

DressageTodayProduction@aimmedia.com
EQUUSProduction@aimmedia.com
HorseandRiderProduction@aimmedia.com
PracticalHorsemanProduction@aimmedia.com
InStrideProduction@aimmedia.com
EquiManagementProduction@aimmedia.com
EquiShopperProduction@aimmedia.com
DiscoverHorsesProduction@aimmedia.com
production@americancowboy.com

PLEASE SEND PRINT PRODUCTION/ART MATERIALS TO:

Equine Network
Production Department
Active Interest Media
2520 55th Street, Suite 210
Boulder, CO 80301
(303) 625-1600

2011 Advertisement Sizes

For Discover Horses, Dressage Today, EQUUS, EquiManagement, Horse&Rider, In Stride, Practical Horseman, Spin To Win Rodeo and The Trail Rider magazines.

PRINTING SPECIFICATIONS:

- **Printing:** Web Offset
- **Safety Area:** .25"
- **Final Trim Size:** 7.875" Width x 10.5" Height
- **Bleed Size:** 8.125" Width x 10.75" Height
- **Bleed Spread Size:** 16" Width x 10.75" Height
- **Binding:** Perfect Bind
- **Press Dot Gain:** Perfect Bind

DISPLAY ADVERTISEMENTS:

- **2 Page Spread** – 15.25" W x 10" H (live) / 15.75" W x 10.5" H (trim) / 16" W x 10.75" H (bleed)
- **1 Full Page** – 7.375" W x 10" H (live) / 7.875" W x 10.5" H (trim) / 8.125" W x 10.75" H (bleed)
- **2/3 Page Vertical** – 4.625" W x 9.75" H
- **1/2 Page Horizontal** – 7" W x 4.75" H
- **1/2 Page Digest*** – 4.625" W x 7.25" H
- *The Trail Rider & Spin To Win Rodeo 1/2 Page Island configuration also available.
- **1/3 Page Horizontal** – 4.625" W x 4.75" H
- **1/3 Page Vertical** – 2.25" W x 9.75" H
- **1/6 Page Horizontal** – 4.625" W x 2.25" H
- **1/6 Page Vertical** – 2.25" W x 4.75" H

MARKET PLACE ADVERTISEMENTS:

- **1/3 Page Vertical** – 2.25" W x 9.75" H
- **Double 1/9 Page Horizontal** – 4.625" W x 3.125" H
- **Double 1/9 Page Vertical** – 2.25" W x 6.375" H
- **Single 1/9 Page** – 2.25" W x 3.125" H

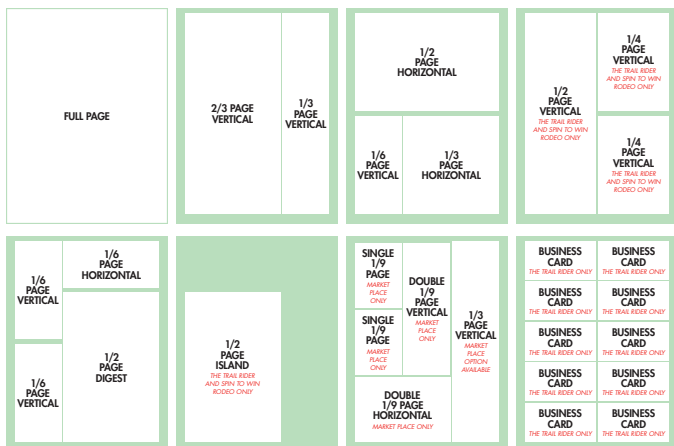
THE TRAIL RIDER AND SPIN TO WIN RODEO ONLY:

- **1/2 Page Vertical** – 3.4375" W x 9.75" H
- **1/4 Page** – 3.4375" W x 4.75" H

THE TRAIL RIDER ONLY:

- **Business Card** – 3.4375" W x 1.875" H

SAMPLE AD SIZES:



For American Cowboy magazine only.

PRINTING SPECIFICATIONS:

- **Printing:** Web Offset
- **Binding:** Perfect Bind
- **Safety Area:** .25"
- **Press Dot Gain:** Perfect Bind
- **Final Trim Size:** 8" Width x 10.875" Height
- **Bleed Size:** 8.25" Width x 11.125" Height
- **Bleed Spread Size:** 16.25" Width x 11.125" Height

DISPLAY ADVERTISEMENTS:

- **2 Page Spread** – 15.5" W x 10.375" H (live) / 16" W x 10.875" H (trim) / 16.25" W x 11.125" H (bleed)
- **1 Full Page** – 7.5" W x 10.375" H (live) / 8" W x 10.875" H (trim) / 8.25" W x 11.125" H (bleed)
- **1/2 Page Spread with Bleed** – 16.25" W x 5.5" H
- **2/3 Page Vertical** – 4.75" W x 9.75" H
- **1/2 Page Horizontal** – 7.25" W x 4.75" H
- **1/2 Page Vertical** – 3.375" W x 9.75" H
- **1/4 Page Vertical** – 3.375" W x 4.75" H
- **1/3 Page Square** – 4.75" W x 4.75" H
- **1/3 Page Vertical** – 2.25" W x 9.75" H
- **1/6 Page Vertical** – 2.25" W x 4.75" H

WESTERN SHOPPER ADVERTISEMENTS:

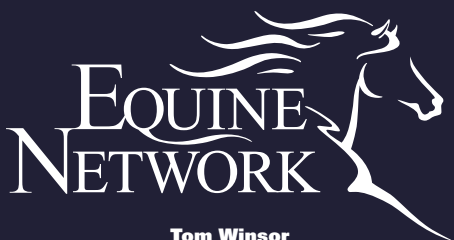
- **Double 1/9 Page Horizontal** – 4.5" W x 3" H
- **Double 1/9 Page Vertical** – 2.1875" W x 6.1875" H
- **Single 1/9 Page** – 2.1875" W x 3" H

DESTINATIONS ADVERTISEMENTS:

- **Double 1/12 Page Horizontal** – 4.5" W x 2" H
- **Double 1/12 Page Vertical** – 2.125" W x 4.25" H
- **Single 1/12 Page** – 2.125" W x 2" H

SAMPLE AD SIZES:





Tom Winsor
Vice President, Equine Network

Dave Andrick
Group Publisher
dave.andrick@equinenetwork.com
(717) 303-3790 ext. 1002

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Rob Bandhauer
Special projects and travel
rob@americancowboy.com
(303) 525-0210

Kathy Dando
Associate Publisher
Practical Horseman
English apparel, barn and stable,
footing, education, stallions
kathy.dando@equinetwork.com
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