

EQUINE

JOURNAL
The Voice of the Horse Industry

“Winner of four 2008 American Horse Publications awards for editorial content.”

Since our inaugural issue in May of 1988, *Equine Journal*

has become the largest regional equine publication in the East.

We are pleased to offer two distinct products each month.

Our national edition allows advertisers the opportunity to reach the full spectrum of our readership.

Our regional edition offers the flexibility to target a specific geography.

This makes *Equine Journal* an excellent medium for advertisers promoting products and services to the horse industry.

2009 ADVERTISING GUIDE



Photos: Rein Photography

advertising@equinejournal.com
800.742.9171
103 Roxbury Street | Keene | NH 03431

National Advertising Rates

The national edition is the most comprehensive option available to you as an advertiser. This edition allows your advertising to reach our entire audience through our full circulation of subscribers as well as all of our distribution points across the nation, including tack shops, feed stores, major chain bookstores and other equine outlets.

<i>Black and White</i>	12x (18%)	6x-11x (12%)	3x-5x (6%)	1x
Two page spread	1189.00	1276.00	1363.00	1450.00
Full Page	635.50	682.00	728.50	775.00
1/2 Page	451.00	484.00	517.00	550.00
1/4 Page	287.00	308.00	329.00	350.00
1/8 Page	217.30	233.20	249.10	265.00

Spot Color - \$150 per color per advertisement.

<i>Four Color Rates</i>	12x (18%)	6x-11x (12%)	3x-5x (6%)	1x
Cover	2665.00	2860.00	3055.00	3250.00
Two page spread	1845.00	1980.00	2115.00	2250.00
Premium Glossy Full Page	1414.50	1518.00	1621.50	1725.00
Full Page	1004.50	1078.00	1151.50	1225.00
1/2 Page	820.00	880.00	940.00	1000.00
1/4 Page	656.00	704.00	752.00	800.00

Special Editions to *Equine Journal*

Inquire about special advertising opportunities including covers.

Romantic Breeds 2010 **CALENDAR**
 A beautiful way to document the year.
 - October Print

The Voice
 2010 ANNUAL EQUINE DIRECTORY FOR THE NORTHEAST
 The ultimate equine reference guide, *The Voice* is the yellow pages of the equine industry. Loaded with pages of useful information in an "easy-to-hold" book format.
 - November Print

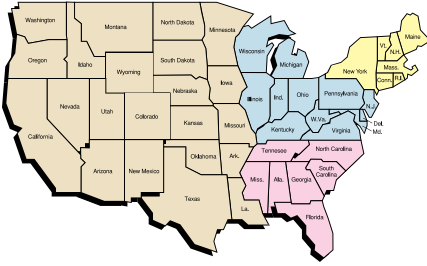
the Dateline
 EXPANDED CALENDAR
 A great reference including a complete show and event guide for equine enthusiasts who want to keep up-to-date with happenings for the year.
 - April Print

Sport Horse
 EDITION
 Timely tips and expert advice on preparing, training, and competing today's dressage, hunter, jumper and event horses. A comprehensive look inside the sport horse industry.
 - July Print

Romantic Breed EDITION
 Learn why Americans have fallen in love with these majestic, beautiful breeds, and why these horses are so perfectly suited to both pleasure and sport. Featuring Andalusian, Lusitano, Friesian, Lipizzan & Gypsy Horses.
 - November Print

CALL EARLY TO RESERVE YOUR SPACE

Regional Edition



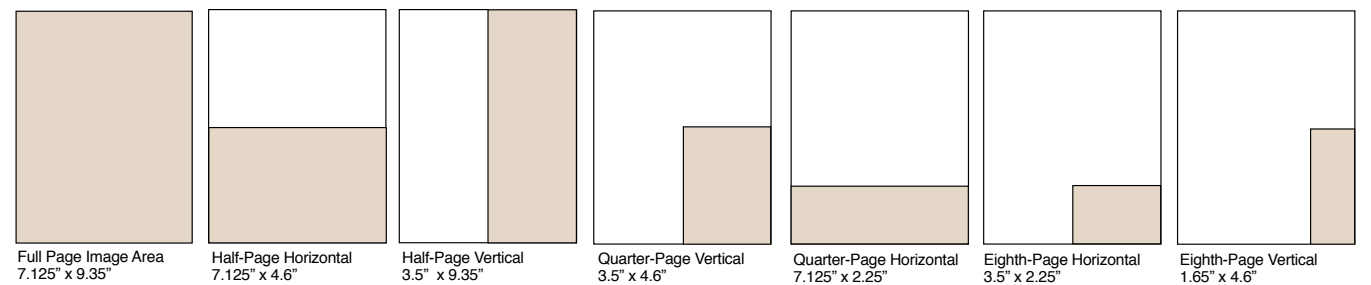
The regional edition offers advertisers the ability to target a specific geographic region through subscribers, tack shops, feed stores and other distribution points. Our regional edition covers Northeast, Mid-Atlantic/Midwest, and the Southeast. Ads can be placed in the regional edition or the national edition, or both, depending on your need and budget.

<i>Regional</i>	4 COLOR 12x	B/W 12X 18%	4 COLOR 6x-11x	B/W 6x-11x 12%	4 COLOR 3x-5x	B/W 3x-5x 6%	4 COLOR 1x	B/W 1X
Front Cover	1230.00	N/A	1320.00	N/A	1410.00	N/A	1500.00	N/A
Full Page	615.00	369.00	660.00	396.00	705.00	423.00	750.00	450.00
1/2 Page	500.20	254.20	536.80	272.80	573.40	291.40	610.00	310.00
1/4 Page	389.50	143.50	418.00	154.00	446.50	164.50	475.00	175.00
1/8 Page		106.60		114.40		122.20		130.00
<i>Spot Color - \$100 per color per advertisement.</i>								

Directory (2.25" x 1")	12 months	6 months	Double Directory (2.25" x 2")	12 months	6 months
	\$200.00	\$125.00		\$375.00	\$200.00

www.equinejournal.com - WEBSITE ADVERTISING AVAILABLE - CALL TODAY!

Advertising Sizes and Specifications



No upside down, sideways or backwards orientation of ads.

Full Page Full Bleed
8.625 x 11.125

Live Image Area
7.125 x 9.625

General Guidelines

Discount Policies:

The one-time rate is available without a signed contract. Frequency discounts are available only with a signed contract and only when payment is received by the 20th of the month following invoice date. A 2% per month (24% per annum) finance charge will be added to all accounts 30 days overdue. An additional 10% discount on display advertising is available to members of affiliate organizations.

A 5% prepayment discount is also available, but total discounts may not exceed 28%.

Errors:

Equine Journal will be responsible for errors appearing in advertisements only to the extent of correcting the error in the next issue. This revision will be provided only when *Equine Journal* is notified of the error within 30 days after publication.

Special Advertising Sections

Real Estate Showcase:

The largest marketplace of equine properties – a favorite with readers. Call for Real Estate advertising information.

Covers:

Want to see your farm or stallion on our cover? The *Equine Journal* cover is of unequalled advertising value. Purchase includes a quarter page ad and a cover story about your business. Call for availability on our primary and regional edition covers.

Web Advertising:

Great exposure at a low rate. Ask about our web specials.

Marketplace:

Reference section for products and services on a monthly basis. Available in two sizes as well as color and black and white. Single: 2.3" x 2.85" Double: 4.75" x 2.85"

Stallion Paddocks:

Effective stallion advertising at an unbeatable price. \$90/month or six months for \$450 (includes web exposure!). This special section runs December through May, during prime breeding season. Size: 1.7" x 3"

Directory:

Quick monthly reference guide for our readers. Two sizes available. 2.25" x 1"; Double Directory: 2.25" x 2"

Sale Barn:

Photo ads featuring horses and other items for sale. Stallion service ads also available (June-Nov. only); call for details. \$50/month or \$120/3 months. Includes FREE Web exposure. Size: 2.25" x 1.75"

Classifieds:

\$20 for the first 20 words, 50¢ per word thereafter. Display box advertisements \$25 per column inch. Web exposure at no additional cost. Contract Discounts: 3x – 6%, 6x – 12%, 12x – 18%

Editorial Calendar

JANUARY

Stallions • Breeding
Riding Vacations • Equine Careers
Breeding and Foaling Equipment
Gaited Breeds • Quarter Horses
Ad Deadline: November 11, 2008

FEBRUARY

Stallions • Breeding • Arabians
Camps • Short Stirrup • Welsh Pony
and Cob • Saddle Pads
Bedding/Flooring
Ad Deadline: December 22, 2008

MARCH

Driving • Trucks • Trailers • Barns
Farm Equipment • Friesians
Insurance • Tack/First Aid Essentials
Getting to Know You
Ad Deadline: January 20, 2009

APRIL

Show Season • Fencing • Footing
Arenas • Supplements
Andalusian • PRE • PSP • Lipizzan
Lusitano • Tack and Apparel
Ohio Equine Affaire Preview
Ad Deadline: February 17, 2009

MAY

Driving • Equine Educational Programs
• Real Estate Supplements
Pest Control • Barns • Gypsy Horse
Draft Breeds • Fjord • Haflinger
Skin Problems
Ad Deadline: March 24, 2009

JUNE

Dressage • Warmbloods • Eventing
Nutrition • Safety Equipment
Miniature Horses • Connemara
Chiropractic/Massage/Acupuncture
Ad Deadline: April 21, 2009

JULY

Hunter/Jumper • Ponies
Friesians • Nutrition • Arabians
Intercollegiate and Interscholastic
Riding • Icelandic
Grooming, bathing, clipping
British Isle Ponies
Ad Deadline: May 19, 2009

AUGUST

Driving • Morgans • Reining Dressage
• Insurance • Baroque Breeds • Joint
Maintenance • Canadian Horse
Ad Deadline: June 23, 2009

SEPTEMBER

Paints • Quarter Horses
Appaloosa • Palomino • Barns
Pasture Management • Shoeing
Getting to Know You
Hunter/Jumper
Ad Deadline: July 21, 2009

OCTOBER

Trail Riding • Farm Equipment
Reining • Morgans • Trailers
Gaited Breeds • Blankets and Coolers
Massachusetts Equine Affaire Preview
Ad Deadline: August 18, 2009

NOVEMBER

Hunter/Jumper • Gift Guide I
Arenas • Footing • Equine Education
(Schools) • Gypsy Horse
Bedding • Tack Room Tools
Equine Companions • Equine Affaire
Ad Deadline: September 22, 2009

DECEMBER

Sport Horses • Sport Ponies
Thoroughbreds • Gift Guide II
Irish Draught • Irish Sport Horse
Healthy Hooves
Ad Deadline: October 20, 2009