

EQUINE

JOURNAL

Voice of the Horse Industry

2009 EDITORIAL CALENDAR & ADVERTISING DEADLINES

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

OFFERING NATIONAL & REGIONAL NEWS & EXPOSURE

Equine Journal includes regular articles on dressage, hunter/jumper and western, as well as a monthly horse health column and calendar of events.

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