

HORSEstyle

MAGAZINE

2014
MEDIA KIT



Photo © Ryan Anne Polli

HORSE&style

M A G A Z I N E

An Exceptional Guide to Horse Showing & Equestrian Lifestyle

HORSE&style showcases the best of the equestrian world's hunter/jumper horse shows, trainers, events and more. With a distribution of 4,000 per issue and growing, *H&S* is distributed at high level hunter/jumper competitions, tack stores and training centers from the West Coast to Southern Florida and the Eastern Seaboard.

In addition, **HORSE&style** features a wide variety of equestrian lifestyle pieces, including fashion trends, vacation guides and entertainment.

Looking for something different?
Look to **HORSE&style**.

DEMOGRAPHICS

Equestrian competitors and fans constitute an ideal market for high quality products and services. As a group they are well educated, have ample disposable income and the time to use it in pursuit of their passions. Other factors, including age and profession, make them a perfect target audience for corporations seeking an upscale market. Research compiled from USEF offers these indicators of the buying power and influence held by horse sport enthusiasts:

- * 85% are women
- * 63% are married
- * A majority are between 34-54 years of age
- * 66% have a college degree or better
- * 56% are employed full-time
- * 80% make or directly influence purchasing decisions at work
- * 38% have a net worth over \$500,000
- * Nearly half have an annual income greater than \$100,000
- * 40% live on a farm; 66% of those are ten acres or more
- * 63% have traded stocks, bonds or mutual funds in the last year
- * The market value of the average home is \$594,000. 22% own two or more homes.
- * On average, they spend 30 nights per year in a hotel and rent a vehicle four times per year.
- * They own three vehicles; 53% own a pick-up truck
- * 94% own a pet besides a horse or pony. Average number of cats owned is two and average number of dogs owned is two.

Equestrian enthusiasts are highly active and mobile. Forty-three percent take more than 16 airline trips a year. Over half have purchased a new automobile within the last year and 97.3% hold more than one credit card account. *

* Source: USEF



Trim size for the magazine is 8.5 w x 11 h. The safe area is 1/4" inside the edge on all four sides. Do not use trim size as ad size. Full page ads need to have a 1/8" bleed on all sides. Documents WITHOUT proper BLEED will be shrunk to fit in the safe area, which will cause white area all around the ad.

AD DESIGN

Design and Production Services are done by Applehead Design and billed separately at \$65 per hour. \$25 per photo scan. Layout/design, scanning, reduction, or enlarging of ad material, and changes to original material supplied will all incur production charges. Contact Sarah at (415) 359-5455, or email to advertising@horseandstylemag.com for questions about your ad.

DIGITAL DATA

All submitted ads must be 300 DPI, CMYK, 4/C process, no spot colors. PDF/X-1a is the preferred file format. CMYK PDFs are also acceptable. Make sure all fonts are embedded in PDF. Ads saved as JPEGs are not recommended. Do not send Microsoft Word files, GIF files, 72 DPI JPEG files, EPS files without fonts outlined, InDesign files, Quark files or Microsoft Publisher files.

Horse & Style is responsible only for accurate output of the electronic file submitted when they meet our specified requirements and cannot be held responsible for digitally submitted ads that do not meet the technical specification. Horse & Style is not responsible for color correcting bad scans, copy fitting, typos, etc.

SHIPPING:

All ad materials should be shipped directly to:
 Horse & Style Magazine
 2448 Larkey Lane
 Walnut Creek, CA 94597
 or emailed to:
 advertising@horseandstylemag.com

HORSE&style is a full color magazine produced bi-monthly.

ADVERTISING DEADLINES

WINTER ISSUE

Dec/Jan 2013/2014
 RELEASED DECEMBER 1
 Ad Deadline 11/15/2013

SPRING STYLE PREVIEW

Feb/Mar 2014
 RELEASED FEBRUARY 5
 Ad Deadline 1/15/2014

WINTER CIRCUIT ROUNDUP

Apr/May 2014
 RELEASED APRIL 1
 Ad Deadline 3/14/2014

INSIDE THE SUMMER CIRCUIT

June/July 2014
 RELEASED JUNE 5
 Ad Deadline 5/16/2014






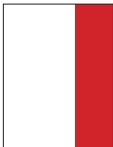

BEHIND THE BRAND

Aug/Sept 2014
 RELEASED AUG 1
 Ad Deadline 7/15/2014

FALL/WINTER FASHIONS PREVIEW

Oct/Nov 2014
 RELEASED OCT 5TH
 Ad Deadline 9/20/2014

Buy ahead 15% discount on 6 issue commitment and save! 10% discount on 3 issue commitment
 Commitment of same size ad for all issues

 Full Page 8.5 x 11" \$800 Design for bleed 8.75 x 11.25" (1/8" bleed)	 2/3 Page 5.625 x 11" \$550 Design for bleed 5.875 x 11.25" (1/8" bleed)	 Half Page - Horiz 5 x 8.5" \$450 Design for bleed 5.4 x 8.75" (1/8" bleed)
 Half Page - Vert 4 x 11" \$450 Design for bleed 4.25 x 11.25" (1/8" bleed)	 1/3 Page 8.5 x 3.5" \$400 Design for bleed 8.75 x 3.25" (1/8" bleed)	 1/3 Page 2.75 x 11" \$400 Design for bleed 2.875 x 11.25" (1/8" bleed)
 Quarter Page 4 x 5.375" \$250 Design for bleed 4.25 x 5.625" (1/8" bleed)	<p>SPECIAL ADVERTISING</p> <p>Inside Front or Inside Back Cover - \$1000</p> <p>Back Cover - \$1500</p> <p>Business Card Listing - \$75</p>	



Ad submissions are subject to the approval of *Horse & Style's* staff.

FILE WEIGHT

- Advertisements shall not exceed 50kb in size.
- Animations shall not exceed 15 seconds in length, and shall not play more than two times per page view.
- Any use of sound must be user-initiated (on click)

FILE FORMATS

- GIF (.gif)
- JPEG (.jpg)
- Loading files from cross domains is not permitted for security reasons.
- All creative must function uniformly on both MAC and PC platforms as well as multiple browser versions of Internet Explorer, Firefox, Chrome, Mozilla and Safari.

MONTHLY ONLINE ADVERTISING RATES

Homepage Sidebar Skyscraper
(300x600 px) \$300

Homepage Square Sidebar
(300x125 px) \$75

Homepage Horizontal
(630x180 px) \$175

Content Page Skyscraper
(300 x 600 px) \$150

Content Page Square Sidebar
(300 x 125 px) \$50

www.horseandstylemag.com



WHERE TO FIND US!

*Our distribution is constantly growing and is not limited to the shows and businesses listed on this page!
Check online for updated listings.*

HORSE SHOWS/COMPETITION VENUES

HITS Thermal Desert
Circuit
Thermal, CA

Blenheim Equisports
San Juan Capistrano, CA

Los Angeles
Equestrian Center
Los Angeles, CA

Murieta Equestrian
Center
Sacramento, CA

Leone Equestrians
Sacramento, CA

Brookside Show Park
Sacramento, CA

Sonoma
Horse Park
Sonoma, CA

The Horse Park at
Woodside
Woodside, CA

Menlo Charity
Horse Show
Atherton, CA

Del Mar Fall Festival
& International
Del Mar, CA

Huntington Beach
Equestrian Center
Huntington Beach, CA

Spruce Meadow
Summer Series
& Masters
Alberta, Canada

The Winter
Equestrian Festival
Wellington, FL

HITS Saugerties
Saugerties, NY

Kentucky Spring/
Summer Horse Shows
Lexington, KY

Old Salem
Horse Show
Old Salem, NY

The Devon Horse Show
Devon, PA

The Colorado Horse Park
Parker, CO

USEF Pony Finals
Lexington, KY

USHJA International
Hunter Derby Finals
Lexington, KY

National Horse Show
Lexington, KY

Princeton Show
Jumping
Princeton, NJ

TACK STORES

Mary's Tack and Feed
Del Mar, CA

LA Saddlery
Burbank, CA

Orinda Village Horse Shop
Orinda, CA

The Equestrian's Concierge
Petaluma, CA

Carousel Saddlery
Woodside, CA

Marin Tack & Feed
Marin, CA

Western Saddlery
Pleasanton, CA

Christensen's Saddlery
Loomis, CA

Calabasas Saddlery
Calabasas, CA

Care's & Whoa's
Rancho Murieta, CA

Sheldon Feed Store
Elk Grove, CA

Gallop's Saddlery
Portland, OR

Olson's Tack
Bellevue, WA

Dover Saddlery
Parker, CO

Jeffers
Dothan, AL

Hunters Green Tack Shop
Mt. Pleasant, SC

The Tackeria
Wellington, FL

The Tack Shop Of Lexington
Lexington, KY

Dover Saddlery
Hockessin, DE
Alpharetta, GA
Libertyville, IL
Gambrills, MD
Wellesley, MA
Plaistow, NH
Huntington Station, NJ
Raleigh, NC
Warrington, PA
North Kingstown, RI
Dallas, TX
Chantilly, VA
Charlottesville, VA

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M A G A Z I N E

Giveaway

Sponsor **HORSE&style Magazine's**
monthly online contest!

**Gain wide exposure for your brand – Reach a highly engaged,
discerning audience – Increase your sales**

YOU PROVIDE:

A product of your choice, \$100 minimum retail value as contest giveaway
prize

WE PROVIDE:

Continual promotions during the contest period on the official H&S
Facebook page (4x), Instagram feed (4x) and Twitter (10x)

1/3 page in the relevant print issue of H&S, announcing contest sponsorship
with 1st mention of product, and 1/3 page in the following print issue of
H&S, announcing winners with 2nd mention of product

Link on H&S website with product information and contest entry gateway

H&S Giveaway contest

The fee: \$250

Contest will run for four continuous weeks and contest sponsor will receive
frequent and consistent promotion

Access to entrants' email addresses with permission (\$200 additional fee)

Email sarah@horseandstylemag.com for more



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Walnut Creek, CA 94597

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