

# 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

**INSIDE THE SUMMER CIRCUIT**

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

**SPRING STYLE PREVIEW**

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

**BEHIND THE BRAND**

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



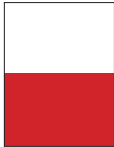


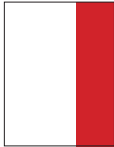

**WINTER CIRCUIT ROUNDUP**

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

**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

 <b>Full Page</b> 8.5 x 11" <b>\$800</b> Design for bleed 8.75 x 11.25" (1/8" bleed)	 <b>2/3 Page</b> 5.625 x 11" <b>\$550</b> Design for bleed 5.875 x 11.25" (1/8" bleed)	 <b>Half Page - Horiz</b> 5 x 8.5" <b>\$450</b> Design for bleed 5.4 x 8.75" (1/8" bleed)
 <b>Half Page - Vert</b> 4 x 11" <b>\$450</b> Design for bleed 4.25 x 11.25" (1/8" bleed)	 <b>1/3 Page</b> 8.5 x 3.5" <b>\$400</b> Design for bleed 8.75 x 3.25" (1/8" bleed)	 <b>1/3 Page</b> 2.75 x 11" <b>\$400</b> Design for bleed 2.875 x 11.25" (1/8" bleed)
 <b>Quarter Page</b> 4 x 5.375" <b>\$250</b> Design for bleed 4.25 x 5.625" (1/8" bleed)	<p><b>SPECIAL ADVERTISING</b></p> <p><b>Inside Front or Inside Back Cover - \$1000</b></p> <p><b>Back Cover - \$1500</b></p> <p><b>Business Card Listing - \$75</b></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 Square Skyscraper**  
(300x600 px) \$300

**Homepage Sidebar**  
(300x250 px) \$75

**Homepage Horizontal**  
(630x180 px) \$175

**Content Page Skyscraper**  
(300x600) \$150

**Content Page Square Sidebar**  
(300x250) \$50

[www.horseandstylemag.com](http://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**

# HORSE&style

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](mailto:sarah@horseandstylemag.com) for more



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Walnut Creek, CA 94597

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