

SEEING THE WORLD *four hooves at a time*

# **horseback** magazine

**Celebrating our 22<sup>nd</sup> Year!**

A News & Features Driven Publication Covering Relevant  
Breaking News on Equines & the Equestrian Lifestyle!

## 2016 Media Guide



All Breed, All Discipline &  
Equestrian Lifestyle Publication

[www.horsebackmagazine.com](http://www.horsebackmagazine.com)

**281.447.0772**

digital • print • online





## I am an equestrienne...

I am a woman who loves horses. I ride both English and Western. I try to spend time with my horse every chance I get, but in the course of my busy day I'm just like everybody else:

- I drive the kids to school.
- I go to the bank, the pharmacy & the grocery store.
- I own my own home, but want another with more land.
- I own a car but I am looking for a new truck to pull a horse trailer.
- I eat fast food but I LOVE a good restaurant.
- I enjoy a good glass of wine.
- I love jewelry, handbags and all fashion, not just western wear.
- Sometimes I need a chiropractor or doctor for myself - not just my horse.
- My skin needs extra care because I am outdoors more than most women.
- In addition to my horse I have a cat and 2 dogs that I dote on.
- I love to travel with my horse, but also enjoy a getaway without him.

I am one of hundreds of thousands of horse owners in *Horseback Magazine's* market area and I devour *Horseback Magazine* during my lunch break as soon as it comes out every month.

## I am an equestrienne.

**70%** are involved in Showing & Recreation

In Our Immediate Region:

### Texas

- 11 Billion Dollar Industry
- 455,600 Horse Owners
- One Million Horses
- 60% Involved in Showing & Recreation

### Oklahoma

- 1.2 Billion Dollar Industry
- 117,600 Horse Owners
- 326,000 Horses
- 70% Involved in Showing & Recreation

### Louisiana

- 1.6 Billion Dollar Industry
- 54,200 Horse Owners
- 164,000 Horses
- 70% Involved in Showing & Recreation

### New Mexico

- 503 Million Dollar Industry
- 91,000 Horse Owners, Suppliers & Employees
- 164,000 Horses
- 60% Involved in Showing & Recreation

**85%** of horse owners are women.

- 63% are married
- Between 34 & 54 years of age
- 63% have a college degree.
- 38% have a net worth of more than \$500K
- nearly 50% have an income of more than \$100K
- 66% live on 10 acres or more.
- Average homevalue of \$594,000
- 25% own 5+ horses.

## OUR Distribution

Horseback Magazine is distributed through Retail Outlets, Polo Clubs, Country Clubs, Restaurants, Feed Stores, Tack Stores, Western & English Apparel stores, as well as Special Events including Stock Shows, Horse Shows, Fairs & Expositions.

our  
market  
et

*Horseback Magazine can be found virtually anywhere horse owners & lifestyle enthusiasts congregate!*

### “ “ From an Advertiser... “ ”

“You guys are the best! All I can tell you is that the calls have been pouring in from your readers who have read about our pads and want to find out where they can get them. I'd say a major success”. **Best, Stephanie White Eagle**”

# OUR readers

## Horseback Magazine's Reader Demographics:

- 97% own a horse
- 72% are over age 35 - (more discretionary income than any other demographic group!)
- 48% are Male & 51% are female
- 70% are married
- 74% own 5 or more acres of land
- 65% make in excess of \$80,000 annually
- 89% are Recreational Horsemen

## Horseback Magazine Readers Are Faithful:

- 72% NEVER miss an issue!
- 48% KEEP their copies as reference

## Our Readers Are Consumers:

- 88% own a horse trailer, AND 22% plan to buy a new one
- 83% purchased horse tack in the last 6 months
- 79% purchased apparel & accessories in the last 6 months
- 42% plan to purchase a saddle in the next 6 months
- 32% purchase a horse in the last 6 months

## Our Readers Are Active:

- 71% use horses for sport in MULTIPLE disciplines
- 48% own Multiple Breeds
- 97% own a Horse
- 33% own Cattle
- 88% will travel with their horse this year
- 52% will travel 100+ miles with their horse this year

# OUR commitment

## Columns & Typical Columnists:

- Pat & Linda Parelli
- Tack Talk featuring Lew Pewterbaugh
- On the English Front featuring Cathy Strobel
- Hooves & Horses featuring Jaime Jackson
- Cowboy Corner with Jim Hubbard
- Cowboy Way featuring Corey Johnson
- Barn & Garden
- The Trading Pos
- Realtor Round Up
- Lifestyle & More

## Monthly Readership:

- 50,000 Readers in print
- 20,000 Unique visitors to our website & digital issue
- 6,000+ email list subscribers
- 2,000+ social media followers

## We Sponsor & Support:

- Pin Oak Charity Show - Houston
- Nat'l Horse Show - Lexington
- Wash. Int'l Horse Show - DC

## From an Advertiser...

“For over a year I have run an ad with Horseback Magazine with outstanding results. The response was better than expected. The past few months I have received as many as 70 calls per day.” **Charlie Latimer**



## I am an equestrian...

I am a man who enjoys horses. I like Trail Riding and Rodeo. I ride every chance I get, but in the course of my busy day I'm just like everybody else:

- I coach my kids' baseball team.
- I go to the bank, hardware store & work out at the gym.
- I go camping, hunting & fishing.
- I own horse property and am always looking to make improvements on my land.
- I own a BMW but I also use a tractor for maintenance on my property, and an ATV & RV when I hunt.
- I enjoy eating out but I LOVE to BBQ and entertain at home, too.
- I love a good pint of beer.
- I need business wear, active wear and sportswear- not just western wear.
- Sometimes I need to send my dog to the Vet, the car to the Shop and take my kids to the Dentist.
- I'm interested in getting an LQ Horse Trailer but also need to purchase a gift for my wife.
- I love to travel with my horse, but also enjoy concerts & golf outings.

I am one of hundreds of thousands of horse owners in *Horseback Magazine's* market area and I read *Horseback Online* on my Tablet every morning with my coffee.

## I am an equestrian.



# OUR Calendar

## 2016 Calendar

### Added Distribution

#### January

- Fort Worth Stock Show

#### February

- San Antonio Stock Show & Rodeo
- Houston Rodeo Cook Off
- Houston Rodeo

#### March

- Houston Rodeo
- Austin Rodeo Austin
- Pin Oak Charity Horse Show

#### April

- Rolex

#### May

- Dressage at Devon

#### June

- APHA & ApHc Youth World

#### July

- PHBA World Championships
- PtHA World Show

#### August

- Jubilee Nat'l Horse Show
- All American Classic Horse Show

#### September

- AMHA World Show

#### October

- IALHA Championships
- ApHC World Championships
- Washington Int'l Horse Show
- Alltech National Horse Show

#### November

- Color Breed Congress
- APHA Congress
- Red Steagall Cowboy Gathering
- Kentucky Classic (Driving)
- AQHA & APHA World
- NCHA Futurity
- National Finals Rodeo

#### December

- National Finals Rodeo

#### January/February

- Rodeo Special Issue; Covering all things Rodeo from competitors, Hauling, Trailers & Trucks, Fashion, Traveling, Food, all the sights and sounds!

#### March

- Horse Health; dedicated to the best overall care, immune system nutrition, product review.

#### April

- Best of Barn and Pasture Practices. Product reviews & more!

#### May

- Road Trips and great getaways for Spring & Summer Vacation. Travel Safety Tips & products to help you have an enjoyable trip.

#### June

- Burning questions from our readers. What readers always wanted to know about Training, Nutrition, Supplements and more!

#### July

- Coping with Summer Heat. Modern Horse Training. Get ready for showing; fashions & helpful products.

#### August

- Whole Horse Soundness. Alternative therapies.

#### September

- Preparing For Fall & Winter; Nutrition, best supplements, blanketing.

#### October

- Why did my horse do that? Tips for better performance.

#### November

- Gift Guide for the Savvy Equestrian. Gifts for your four-legged friends.

#### December

- Annual Charity Guide For End Of Year Giving
- Holiday Gift Guide

*Above editorial are monthly features. Cover stories determined by current news and events.*



**H**orseback magazine is a quality monthly publication of standard 8.5" x 10.875" size. We boast 100% Full Color printing on glossy 45 lb. paper, saddle stitched. We are professionally designed and printed.

Frequency	12 Times	6 Times	1-5 Times
Full Page	\$795	\$845	\$895
2/3 (JR) Page	\$699	\$749	\$799
1/2 Page	\$399	\$449	\$499
1/3 Page	\$299	\$349	\$399
1/4 Page	\$199	\$249	\$295
1/6 Page	\$150	\$200	\$250
1/8 Page	\$99	\$149	\$199
1/12 Page & Trading Post	\$65	\$119	\$169

**Special bundled packages tailored specifically for your business with comprehensive online services & great print opportunities!**

- Please inquire on Premium Pages: Inside Front, Inside Back, Outside Back, Pages 3-12 & Center Spreads
- All Rates are Net. Please add 15% for a commissionable rate.
- Ad production is complimentary, and two changes to the proof are allowed. After the second change a \$50.00 fee will be assessed.
- Payment is due upon ad submission, or proof approval, unless prior billing arrangements have been made. Invoices are due on receipt. A \$25.00 late fee will be added for payments made after 30 days.

Online & Other Opportunities	Dimensions	Price/ Month
Center Banner	380 x 130 Pixels	\$200
Button	180 x 72 Pixels	\$150
Newsletter	380 x 130	\$100
Advertorial	n/a	\$200
Facebook	n/a	\$25/occurrence



**Mechanical Requirements**

- Full Page (Live) = 7.5" x 10"
  - (Trim) = 8.375 x 10.875
  - (Bleed) = 8.625" x 11.125"
- 2/3 Page (vertical) = 4.94" x 10"
- 1/2 Page (vertical) = 3.62" x 10"
- 1/2 Page (horiz.) = 7.5" x 4.88"
- 1/3 Page (vertical) = 2.38" x 10"
- 1/3 Page (horiz.) = 7.5" x 3.16"
- 1/3 Page (square) = 4.94" x 4.88"
- 1/4 Page (vertical) = 3.62" x 4.88"
- 1/4 Page (horiz.) = 4.88" x 3.62"
- 1/6 Page (vertical) = 2.38" x 4.88"
- 1/6 Page (horiz.) = 4.94" x 2.31"
- 1/6 Page (square) = 3.63" x 3.63"
- 1/8 Page (horiz.) = 3.63" x 2.25"
- 1/12 Page (vertical) = 2.33" x 2.33"

**Digital File & Email Requirements:**

Acceptable Formats:

- TIFF, EPS, PDF (fonts embedded)
- Color Images in CMYK
- Black at 100%, not 4 Color Black
- 300 dpi Resolution

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- \*Materials due by the 20<sup>th</sup> of the month preceding run date

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# Much More Than a Great Read!

with  
1,637,000 horses & 717,800 owners

*Advertising in Horseback just makes good horse sense!*



**We** **'re no ordinary read!** *Horseback Magazine* offers hard-hitting journalism with timely news on subjects not typically covered by most equestrian and lifestyle publications. We provide authoritative information on the latest trends in training, veterinary care and equine nutrition, plus fun stories in our lifestyle section.

**Horseback Magazine is fun & different.** Monthly we bring readers, not only basic information horse owners want, but also in-depth stories on the surprising people who have what we call the "horse habit".

Our editorial year begins with 3 months of coverage on the world's biggest rodeos in Fort Worth, San Antonio, Houston, and Austin. As Spring comes to the Nation, Trail Riders hit the mountains, streams and prairies with their horses and we're there—often on horseback ourselves. Interspersed with seasonal events are one-of-a-kind cover stories; ranging from historical events such as legendary crooner and horseman Bing Crosby's founding of Del Mar Race Track, to exclusive interviews with celebrities including Charlie Daniels and Carson Kressley. In short, Horseback readers never know what to expect from what is quickly becoming a wide-spread favorite publication.

**We get around!** You won't find tall stacks of Horseback Magazine leftover at the end of the month. Whether at a retail outlet, horse show or event, people pick up our magazine because we provide them with a provocative, informative, thoughtful read packed into a well designed, professional and fun publication!

As we like to say, if it relates to a horse, well, we're on it.

## From our Features...

"...Horseback is my favorite of all the magazine covers I have been on. We're framing it and putting it up on the office wall. I loved your coverage on my horses and breeding program and look forward to receiving my issue every month."

**Charlie Daniels**

Charlie Daniels Band  
Musician/Entertainer



**Not the same tired news!**

Horseback Magazine covers valuable information on a variety of different disciplines dedicated to the equine enthusiast every month.

Our columnists include many of the top names in the professional equine world.

We keep readers informed of timely and pertinent equestrian breaking news daily on our web site, as well as monthly in print.

*Horseback Magazine* will devote certain issues to special interests and thought provoking cover stories. We go where the action is then report!



## Contact Us!

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# our editorial