

# 2012 ADVERTISING RATES

FREQUENCY	1X	3X	6X	12X	18X	24X	30X	36X
-----------	----	----	----	-----	-----	-----	-----	-----

## BLACK & WHITE

SPREAD	\$4,688	\$4,407	\$4,223	\$4,099	\$3,981	\$3,910	\$3,879	\$3,849
PAGE	\$2,343	\$2,203	\$2,112	\$2,049	\$1,991	\$1,956	\$1,939	\$1,926
2/3	\$1,695	\$1,604	\$1,525	\$1,483	\$1,432	\$1,416	\$1,403	\$1,389
1/2	\$1,389	\$1,294	\$1,265	\$1,217	\$1,169	\$1,141	\$1,125	\$1,110
1/3	\$1,002	\$940	\$894	\$864	\$831	\$814	\$801	\$787
1/4	\$787	\$739	\$724	\$695	\$681	\$644	\$633	\$617
1/6	\$523	\$508	\$496	\$479	\$462	\$445	\$431	\$418

## PROCESS TWO-COLOR

SPREAD	\$5,717	\$5,436	\$5,252	\$5,128	\$5,010	\$4,939	\$4,908	\$4,878
PAGE	\$3,029	\$2,889	\$2,798	\$2,735	\$2,677	\$2,642	\$2,625	\$2,612
2/3	\$2,381	\$2,290	\$2,211	\$2,169	\$2,118	\$2,102	\$2,089	\$2,075
1/2	\$2,075	\$1,980	\$1,951	\$1,903	\$1,855	\$1,827	\$1,811	\$1,796
1/3	\$1,345	\$1,283	\$1,237	\$1,207	\$1,174	\$1,157	\$1,144	\$1,130
1/4	\$1,130	\$1,082	\$1,067	\$1,038	\$1,024	\$987	\$976	\$960
1/6	\$866	\$851	\$839	\$822	\$805	\$788	\$774	\$761

## PROCESS FOUR-COLOR

SPREAD	\$7,124	\$6,843	\$6,659	\$6,535	\$6,417	\$6,346	\$6,315	\$6,285
PAGE	\$3,967	\$3,827	\$3,736	\$3,673	\$3,615	\$3,580	\$3,563	\$3,550
2/3	\$3,319	\$3,228	\$3,149	\$3,107	\$3,056	\$3,040	\$3,027	\$3,013
1/2	\$3,013	\$2,918	\$2,889	\$2,841	\$2,793	\$2,765	\$2,749	\$2,734
1/3	\$1,814	\$1,752	\$1,706	\$1,676	\$1,643	\$1,626	\$1,613	\$1,599
1/4	\$1,599	\$1,551	\$1,536	\$1,507	\$1,493	\$1,456	\$1,445	\$1,429
1/6	\$1,335	\$1,320	\$1,308	\$1,291	\$1,274	\$1,257	\$1,243	\$1,230

## COVERS

	1X	3X	6X	12X
COVER 2	\$4,866	\$4,656	\$4,502	\$4,437
COVER 3	\$4,707	\$4,463	\$4,315	\$4,250
COVER 4	\$4,934	\$4,739	\$4,546	\$4,481

TAKE AN ADDITIONAL 15% OFF ON ALL ABOVE DISPLAY RATES WHEN ADS ARE SENT DIGITALLY COMPLETE.

## SHOPPER'S PADDOCK

Specially designed advertising shopper section to showcase your products and services under easy-to-find category headings.

SIZE	DIMENSIONS	1X	3X	6X	12X
ONE-SIXTH PAGE (VERTICAL)	2.25" X 4.9375"	\$391	\$379	\$369	\$355
ONE-SIXTH PAGE (HORIZONTAL)	4.625" X 2.4375"	\$391	\$379	\$369	\$355
ONE-NINTH PAGE	2.25" X 3.4375"	\$322	\$317	\$310	\$303
ONE-TWELFTH PAGE	2.25" X 2.4375"	\$237	\$228	\$223	\$216
FEATURE AD (TWO INCH)	2.25" X 1.9375"	\$223	\$216	\$209	\$201
ONE COLUMN INCH	2.25" X 0.9375"	\$116	\$104	\$96	\$86

2-COLOR HIGHLIGHT FOR AN ADDITIONAL \$86 4-COLOR PROCESS FOR AN ADDITIONAL \$285

## CLASSIFIEDS BY THE WORD

\$1.90 a word, \$25 minimum. Please visit [www.TheHorse.com/bytheword](http://www.TheHorse.com/bytheword) or contact your account executive for placement.

CALL NOW TO ADVERTISE: **800.866.2361**



Account Executive  
**Yvonne Long**  
859.276.6701  
Mobile: 859.699.8620  
Fax: 859.276.6856  
[ylong@TheHorse.com](mailto:ylong@TheHorse.com)



Account Executive  
**Leigh Walkup**  
859.276.6710  
Fax: 859.276.6706  
[lwalkup@TheHorse.com](mailto:lwalkup@TheHorse.com)

## GENERAL INFORMATION

Insertion orders can be faxed to: 859.276.6706. Insertion orders and/or advertising materials can be:

Mailed to: <i>The Horse</i> PO Box 911108 Lexington, KY 40591-1108	Express deliveries should be directed to: <i>The Horse</i> 3101 Beaumont Centre Cir. Lexington, KY 40513
---	--

## ADDITIONAL RATE INFORMATION

Frequency rate discounts are determined by the number of insertions used by one advertiser during a 12-month period from the date of the first insertion. Spreads are counted as two insertions.

Special guaranteed positions carry the space rate, plus 15% premium. Streamers, two inches deep by three columns wide, are accepted for placement at the bottom of pages; this is considered a special position and, therefore, carries the 15% rate premium. There is no additional charge for bleed advertisements.

Black-and-white space rates provide for one color (black). Additional color charges, per insertion, are:  
Two-color (process): \$686  
Four-color (process): \$1,624  
Match PMS ink surcharge: \$234  
Bleed: N/C

Color charges are discounted for spreads as follows: advertisers are billed a full color charge for one page, and 50% of the color charge for the facing page. For the same extra color(s) on five or more consecutive pages the full color charge will apply to the first page, and 50% color charge will apply to each succeeding page.

## MECHANICAL REQUIREMENTS

*The Horse* is printed using an offset process at 175 line screen, with saddle-stitch binding. Trim size: 8.125" x 10.875"; bleed size: 8.375" x 11.125"; image safety area 7" x 10". Advertisers who place copy or artwork outside of this image area do so at their own risk as information could be lost in the trimming process. There are three columns to the standard page, each 2.25" wide. For full bleed, allow .125" on each side, top and bottom. Copy for bleed pages should not exceed the image area. For spreads bleeding across the gutter, allow .125" for each page for bindery grind off.

## DIGITAL AD SPECIFICATIONS

We have a PDF single page workflow. Our preference is to receive files as high-res PDF. We can accept files prepared and received as InDesign or QuarkXpress, Illustrator and Photoshop; however, files furnished in these formats will incur a fee for normalizing and making a PDF. If we must correct RGB to CMYK, bleeds, fonts or resolution a \$25 fee will be charged. An accurate proof must be provided.

**SPREADS:** Our workflow system requires spreads be set up as single pages. If we do not receive single pages you will be assessed a charge for separating the pages.

**FONTS:** All native files must be accompanied by fonts. Type 1 or Open Type fonts are preferred; please include screen and printer fonts. Fonts for PC files will be substituted with the Mac font equivalent.

**PHOTOS:** All photos must be a minimum 300 dpi in CMYK.

Advertiser will incur computer time charges if photo needs to be converted to CMYK or grayscale for print.

**SOFTWARE:** (Mac preferred)  
■ InDesign (Mac preferred)  
■ QuarkXpress (Mac preferred)  
■ Illustrator  
■ Photoshop

## GRAPHICS FORMAT:

■ Tiff  
■ Bitmap  
■ Photoshop EPS  
■ EPS (NOTE: In Illustrator and Freehand EPS text should be converted to outlines or fonts supplied. All colors converted to CMYK. All linked images must be sent as well.)  
■ JPEG (NOTE: Charges for computer time will be incurred for converting image to a 4-color tiff, or for converting a JPEG to a PDF.)

**ELECTRONIC TRANSMISSIONS:** Please send a low-res PDF proof to your ad rep or fax a hard copy of the ad along with the name and extension of the file(s), to 859.276.6706. File names should be as short as possible and contain only alpha-numerical characters. Avoid blank spaces and punctuation marks.

Small files can be sent e-mail to: [production@BloodHorse.com](mailto:production@BloodHorse.com); please notify your ad rep when files have been sent.

Larger files can be sent via FTP using your Web browser by entering the following URL:

<http://ftp.ads.bloodhorse.com>

USERNAME: production  
PASSWORD: pogo051

## PRODUCTION INQUIRIES

Lisa Coats  
Director of Creative Services  
859.276.6760  
[lcoats@BloodHorse.com](mailto:lcoats@BloodHorse.com)

Shawne Carter  
Online Campaign Manager  
859.276.6844  
[scarter@BloodHorse.com](mailto:scarter@BloodHorse.com)

Forrest Begley  
Traffic Manager  
859.276.6728  
[fbegley@BloodHorse.com](mailto:fbegley@BloodHorse.com)

Fax: 859.276.6706

## CONTRACT AND RATE CONDITIONS

All advertising contracts are accepted subject to the terms and provisions of the current rate card, and no waiver or modification is binding upon *The Horse* unless in writing and approved by the Publisher.

*The Horse* shall be subject to no liability for failure to publish or circulate any advertising because of accidents, fires, work stoppages, dilatory postal delivery, acts of God, or other circumstances beyond the control of *The Horse*.

Insertion orders are binding on advertiser at issue closing date and may not be canceled thereafter, but *The Horse* reserves the unrestricted right to reject any advertising at any time. Failure by *The Horse* to publish advertising matter invalidates the insertion order for such matter, but shall not constitute a breach of contract nor affect any earned discount.

All advertising must be clearly identified as such by inclusion of a trademark, logotype, or name of the advertiser, or the word "advertisement" shall be printed at the top and bottom of such advertisement. Any advertisement that mimics editorial layout is subject to review, and shall be clearly labeled as "advertisement." *The Horse* expressly reserves the right not to publish any advertisement which, in the opinion of the Publisher, is inappropriate.

All advertising is accepted only upon representation of the advertising agency and the advertiser that each of them is authorized to publish the entire content of the advertisement, and that the advertiser has the right to, and is capable of, selling or providing, timely, the product or service advertised at the price advertised. In consideration for publication of an advertisement, the advertiser and advertising agency, jointly and severally,

agree to indemnify and save harmless *The Horse* and staff members from and against any loss, liability, and expense, including reasonable attorney fees, incurred by reason of any claim that may arise out of publication of such advertisement. All rates are GROSS and may be subject to change. We reserve the right, at our sole discretion, to change, modify, add, or delete portions of rate card at any time without further notice.

## PAYMENTS AND COMMISSIONS

Advertising accounts are billed immediately after publication is mailed, net due payable within 10 days with no discount. A 1.5% monthly service charge (APR of 18.0%) is added to the unpaid balance of accounts due after 30 days. The advertiser and agent are jointly and severally liable for payment of accounts to *The Horse*. If payment is not received within 90 days of billing from an agent, the corresponding advertiser shall be billed directly by *The Horse*.

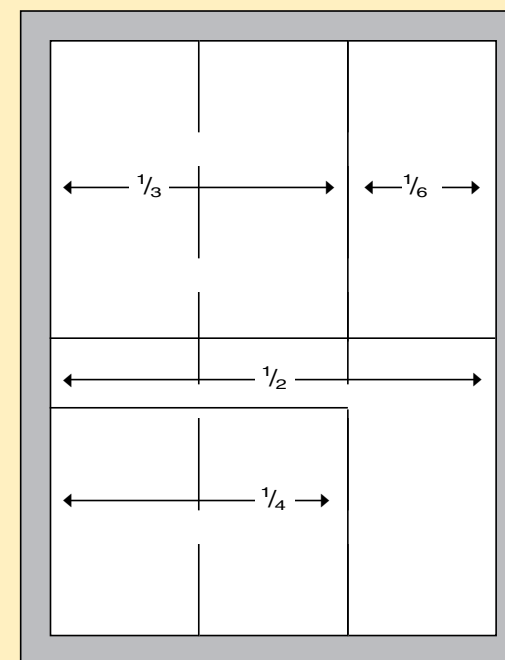
Commission discounts are allowed from recognized advertising agencies that supply insertion orders and complete advertising materials, and which assume responsibility for payment. A 15.0% commission may be discounted from accounts paid in full within 60 days. A 10.0% commission may be discounted from accounts paid within 90 days of billing. No agency discounts are allowed on any accounts unpaid for more than 90 days. Agency commissions apply to space, color, and special position charges only. Other charges are not commissionable.

Any difference between rate scheduled and rate earned (short rate) is due 10 days following billing for the last insertion of a schedule. Rebates, limited to one frequency discount greater than scheduled, are credited when earned and requested.

## STANDARD ADVERTISING UNIT SIZES

Page Size: Trim 8.125" x 10.875". Bleed 8.375" x 11.125"

Page Trim Size	8.125" x 10.875"
Image Area Spread	15" x 10"
Image Area Full Page	7" x 10"
<b>TWO-THIRDS PAGE</b>	
2 columns	4.625" x 10"
3 columns	7" x 6.4375"
<b>ONE-HALF PAGE</b>	
2 columns	4.625" x 7.4375"
3 columns	7" x 4.9375"
<b>ONE-THIRD PAGE</b>	
1 column	2.25" x 10"
2 columns	4.625" x 4.9375"
3 columns	7" x 3.4375"
<b>ONE-FOURTH PAGE</b>	
1 column	2.25" x 7.4375"
2 columns	4.625" x 3.4375"
<b>ONE-SIXTH PAGE</b>	
1 column	2.25" x 4.9375"
2 columns	4.625" x 2.4375"
One inch	2.25" x .9375"



STANDARD (3 COLUMN)  
PAGE FORMAT

# the HORSE

YOUR GUIDE TO EQUINE HEALTH CARE

## 2012 MEDIA PLANNER



RATECARD NO. 17 EFFECTIVE THE ISSUE OF JANUARY 1, 2012

TheHorse.com

# The Horse and TheHorse.com – combining print and digital like no other equine publication

Whether through *The Horse* magazine or TheHorse.com and related online platforms, The Horse brand has a combined reach of more than 270,000 subscribers and/or registered users, making it one of the largest audiences available in equine publishing.

*The Horse's* editors work closely with an editorial advisory board made up of veterinarians who are members of the American Association of Equine Practitioners (AAEP). This board assures that what we publish is the most accurate, up-to-date information available on topics of interest to horse owners. No other equine title goes through such a rigorous editorial process. In fact, it was because of our editorial quality that *The Horse* became the first formal educational partner of the AAEP.

Our subscribers are serious horse owners. On average each has been involved with horses for more than 18 years and owns 7.4 horses. Because the AAEP arranges for an annual subscription for each of its 11,000 members, *The Horse* is also read by the finest, most well-educated veterinarians in the industry\*. Other professional subscriber groups include the American Association of Equine Veterinary Technicians (AAEVT) and the World Equine Veterinary Association (WEVA)\*\*. No other single equine magazine reaches all of these organizations.

## SUBSCRIBER DEMOGRAPHICS\*\*\*

Average age	<b>53</b>
Average number of horses owned	<b>7.4</b>
Care for their own horses	<b>89.5%</b>
Average acres owned	<b>46.5</b>
Number of years involved with horses	<b>18</b>
AAEP, AAEVT membership reach; WEVA access	<b>100%</b>

## VETERINARIAN DEMOGRAPHICS\*\*\*

AAEP members	<b>91.4%</b>
Average age	<b>47</b>
Average number of horses owned	<b>5.5</b>
Years involved in the equine industry	<b>19</b>
Recommend articles in <i>The Horse</i> to clients	<b>70.7%</b>
Recommend an advertised product/service to client	<b>70.7%</b>

TheHorse.com attracts more than 200,000 unique monthly visitors and garners more than 919,000 monthly page views\*\*\*\*. We reach these people using a number of platforms:

- Our site is home to more than 18,600 searchable articles.
- Electronic newsletters – Up to 4 weekly and 4 monthly reach an unduplicated audience of more than 198,000 responsible horse people.
- Videos – Relate valuable how-to and other concepts to website visitors.
- Webinars – More than 17,000 unique registered users\*\*\*\* have signed up to attend these informative presentations.
- Webcasts and Horse Courses – Presentations by top researchers and veterinarians.
- Downloadable Fact Sheets – Two-page editorial pieces on an extensive list of horse health topics; site visitors have downloaded in excess of 137,000\*\*\*\*.
- Weekly Polls and Special Surveys
- Ask The Vet Live Events
- Dedicated e-mail blasts to more than 250,000 unique e-mail addresses – Vet/Vet Tech only lists also available.

Whether for branding or to announce new product launches, *The Horse* and TheHorse.com platforms can be combined in a variety of ways. We have the ability to create unique and effective custom-marketing solutions for advertisers with any sized budget.

**Call your sales representative today: 800.866.2361**

\* AAEP members: U.S. vets get our print edition, while Canadian and foreign vets get access to our digital edition.

\*\* WEVA members receive access to our digital edition.

\*\*\* Based on a comprehensive survey conducted by The Matrix Group Inc. in September 2009.

\*\*\*\*Numbers quoted are averages based on monthly totals from June 2009 to May 2010. Ask your sales rep for current counts.

Editorial listed is subject to change and/or substitution without notice. See our online media kit section for complete rates and details.

# 2012 THE HORSE EDITORIAL CALENDAR

ISSUE	SPECIAL FEATURES	SPORTS MEDICINE	STEP BY STEP	NUTRITION	EQUINOMICS	DEADLINES
<b>SPECIAL ISSUE</b> <b>JANUARY</b> <i>Genetics</i>	<ul style="list-style-type: none"> <li>The Importance of Genetics</li> <li>Genetic Selection for Longevity (senior horse; performance horse; breeding)</li> <li>Epigenics (breeding)</li> </ul>		Navicular Syndrome	Skinny Horse Help	Selecting a New Horse (radiographs, lameness, joints, imaging)	Space Due: Nov. 14 Ads Due: Nov. 21
<b>FEBRUARY</b>	<ul style="list-style-type: none"> <li>Olympic Preview (sport horse topics)</li> <li>Neonatal Isoerytholisis (ultrasound, breeding, intensive care, vet products)</li> <li>Imprint training (foaling; behavior)</li> </ul>	Respiratory Conditions in Performance Horses		The Equine Metabolism	Manure Management (compost, barn management)	Space Due: Dec. 19 Ads Due: Dec. 27
<b>SPECIAL ISSUE</b> <b>MARCH</b> <i>AAEP Wrap-Up</i>	<ul style="list-style-type: none"> <li>Cardiac Research Update (ultrasound, treadmills, racing, performance horse)</li> <li>BLM Long-Term Pasture</li> <li>Riding Discipline Series: Western (anything sport-horse related: joints, lameness, arthritis, etc.)</li> <li>Choke</li> </ul>		Laminitis Causes	Feeding the Hot Horse (feeds for performance horses; supplements)	Fence Types and Management (farm equipment, barn makeover)	Space Due: Jan. 16 Ads Due: Jan. 23
<b>SPECIAL ISSUE</b> <b>APRIL</b> <i>Disease Prevention</i>	<ul style="list-style-type: none"> <li>Risk-Based Vaccine Overview (everything vaccine and immunity related)</li> <li>EIA Update (equine ID)</li> <li>Influenza Update (vaccines)</li> <li>Colic Management and Long-Term Survival</li> </ul>	Hyperbaric Oxygen Chambers (clinics, therapeutic equipment, performance horse, injury treatment)		Managing Cushing's	Biosecurity When Traveling (trailers, equipment, quarantine, etc.)	Space Due: Feb. 13 Ads Due: Feb. 20 <b>Bonus distribution:</b> <b>Rolex 3-Day, KY</b>
<b>MAY</b>	<ul style="list-style-type: none"> <li>EPM Update</li> <li>Riding Discipline Series: English (anything horse health-related: lameness, sport horses)</li> <li>Seasonal Skin Conditions: Spring/Summer (health products, antifungals, antihistamines, wound care)</li> <li>Deworming Foals/Young Horses</li> </ul>		Lameness Detection	Summer Weight Control	Healthy Barn (ventilation, etc.)	Space Due: Mar. 19 Ads Due: Mar. 26 <b>Bonus distribution:</b> <b>Rolex 3-Day, KY</b>
<b>SPECIAL ISSUE</b> <b>JUNE</b> <i>Disaster Preparedness</i>	<ul style="list-style-type: none"> <li>Natural Disasters (identification, insurance, wound care, quarantine, wet weather illness, fly control, thrush)</li> <li>Disease Outbreak in the Face of Disaster</li> <li>Stolen Horses/Property</li> <li>Creepy Crawlies I: Arbovirus Rundown</li> </ul>	Conditioning Young Horses (lameness, respiratory, development)		Feed Storage and Preservation	Keeping Your Farm Afloat (quarantine, preventive medicine, business insurance)	Space Due: Apr. 16 Ads Due: Apr. 23 <b>Bonus distribution:</b> <b>Western States Horse Expo, CA</b>
<b>JULY</b>	<ul style="list-style-type: none"> <li>Wound Management</li> <li>Dealing with Burns (wounds, intensive care centers, therapy)</li> <li>Riding Discipline Series: Trail/Pleasure &amp; Endurance (electrolytes, lameness, trailering, boots)</li> <li>Creepy Crawlies II: Tick-Borne Disease &amp; Tick Control</li> </ul>		Underrun Heels (lameness, shoeing)	Complete Feeds	Footing Science (lameness, joints, tendons)	Space Due: May 21 Ads Due: May 29
<b>SPECIAL ISSUE</b> <b>AUGUST</b> <i>Cost Savings</i>	<ul style="list-style-type: none"> <li>How Much Does a Horse Cost? (preventive care, vaccines, deworming, hoof care)</li> <li>Where Not to Pinch Pennies (preventive care, vaccines, deworming, hoof care)</li> <li>Guide to Euthanasia</li> <li>Creepy Crawlies III: Bites and Stings fly/bug control, wound care</li> </ul>	• Donkey/Mule Health	Treating Tendon/Ligaments w/R&R	Getting the Most Out of Your Feed	Budget Barn Design (barn makeover, green horse keeping)	Space Due: June 18 Ads Due: June 25
<b>SEPTEMBER</b>	<ul style="list-style-type: none"> <li>Safeguarding Your Horse from Common Mishaps (injuries, wound care, safe barn equipment, mats, etc.)</li> <li>Riding Discipline Series: Gaited (lameness, preventive care, hoof care)</li> <li>Liver Damage</li> <li>Tumors and Treatments (surgery centers, skin topics)</li> </ul>		Hock Problems	Oh, Omegas	Animal Science Programs (universities)	Space Due: July 16 Ads Due: July 23
<b>OCTOBER</b>	<ul style="list-style-type: none"> <li>Long-Term Joint Health (regenerative medicine, etc.)</li> <li>Seasonal Skin Conditions: Fall/Winter (wound care, fly control)</li> <li>Artificial Limb Improvements</li> </ul>	Physical Therapy (pain, therapy equipment)		Feed Types	Equine Cruelty Investigations	Space Due: Aug. 20 Ads Due: Aug. 27
<b>SPECIAL ISSUE</b> <b>NOVEMBER</b> <i>AAEP Preview</i>	<ul style="list-style-type: none"> <li>Winterizing Horses (blankets, senior horse, preventive care)</li> <li>Riding Discipline Series: Racing (lameness, ulcers, performance horse, products)</li> <li>Blind Horse Care (barn equipment, preventive care, vaccinations, etc.)</li> <li>Mare Hormonal Issues (ultrasounds, vet equipment)</li> </ul>		Going Barefoot	How to Supplement	Shopping for Horse Property (fence, barn, management, pasture)	Space Due: Sept. 17 Ads Due: Sept. 24 <b>Bonus distribution:</b> <b>AAEP Convention, TX;</b>
<b>SPECIAL ISSUE</b> <b>DECEMBER</b> <i>Breeding</i>	<ul style="list-style-type: none"> <li>Inside the Womb (vet equipment, imaging)</li> <li>Stallion Fertility (vet equipment, imaging, AI)</li> <li>Udder Problems (postpartum)</li> <li>Venereal Disease (breeding equipment, AI, EVA vaccine)</li> </ul>	Bitting Problems		Feeding for Immunity	Making Winter Manageable	Space Due: Oct. 15 Ads Due: Oct. 22 <b>Bonus distribution:</b> <b>AAEP Convention, TX</b>