

**HORSE CONNECTION**



**MAGAZINE**  
EST 1991

# MEDIA KIT



# 2014

# WHY CHOOSE HORSE CONNECTION?

Our readers, select national distribution outlets, and partners provide successes for our advertisers, but it's the format of the magazine that makes us unique! HC showcases lifestyle and entertainment, as well as newsworthy feature stories that surround the equestrian and show horse world. The result is an equestrian lifestyle publication our readers pick up, read and share. We invite you to discover for yourself.

## OUR READERSHIP

HC readership includes riders, owners, trainers, spectators and those enjoying a life of excitement with and through the world's most respected and well-loved animal, the horse. HC is a nationally distributed publication and covers select markets.

HC Magazine is heralded at over 300 locations nationally – high-end boutiques, flagship retail locations, barns –both public, private and top rated national competitions. HC covers the spectrum of the Equestrian Lifestyle and crosses over into all areas – high fashion, high-end real estate, the famous and professional individuals that represent and participate in the sport and lifestyle. All are a part of HC's movement and impact.

## THE EQUESTRIAN COMMUNITY

- Spends \$1.4 billion a year on horse-related products
- 85% are women
- 66% have a college degree
- Average income is \$185,000
- 38% have a net worth over \$500,000
- 80% make or influence purchasing decisions at work
- The market value of the average home is \$549,000
- 22% own two or more homes
- Spend an average of 30 nights per year in a hotel
- Own three vehicles
- 40% own a farm; 66% of those are 10-acres or more
- Own an average of 4 horses
- Compete at least 6 times each year
- 88,000,000 people, over the age of 12, attended sanctioned horse-related events



"Fabulous design. Great job - I am really happy about all your work. I chose you guys over Dressage Today and the USDF Connection. You have done a fantastic job and I hope we see lots of business!"

-Katie Long



# DISTRIBUTION

## 8 SPECIAL MAGAZINES IN 2014

2014 brings you more HC to love.

### MORE

distribution...local and national, more horse shows, more dressage shows & special equestrian events.

### MORE

exposure to everything equestrian, people, places, travel, lifestyle, new products, fashion, art, equestrian properties, interviews, and VIDEOS.

### MORE

horses and the people who love and compete with them. More HUNTERS/JUMPERS, DRESSAGE, POLO, EVENTING & LIFESTYLE.

## REGIONAL PRICING. NATIONAL DISTRIBUTION.

Since 1991, HORSE CONNECTION Magazine has showcased the Equestrian Lifestyle – connecting horse enthusiasts and advertisers across the nation. HC is an award winning sporthorse magazine that offers targeted national and international distribution with a subscription base of 7 -10,000, a DIGITAL ISSUE that receives thousands of opens each issue, and the magazine itself, distributed in over 300 locations nationwide. HORSE CONNECTION Magazine is an official publication of the HITS show series, Blenheim EquiSports, World Cup, Colorado Horse Park, Washington International Horse Show and many top rated horse shows around the US.



# BONUS DISTRIBUTION

Arapahoe Hunt Series  
Arizona Horse Show Circuit  
Blenheim EquiSports Shows CA  
Breed Inspections - National Colorado Horse Park Summer Circuits  
Del Mar, HJ Series  
Dressage at Devon  
Dressage in the Rockies -Colorado Horse Park  
Estes Park Grand Prix  
Evergreen Classic- Washington  
Hampton Classic  
H.I.T.S. Summer Circuit: New York, Virginia  
H.I.T.S. Winter Circuit: Arizona, California & Florida Jumper Classic  
Maclay Regionals  
NAL  
National Western Stock Show  
New Jersey Horse Show Circuit - Summer  
Northwest HJ/Dressage Series  
Texas Horse Show Circuit  
U.S. Pony Club Championships  
Washington International Horse Show

Events may be subject to changes\*



THE COLORADO HORSE PARK



I loved the piece on Coronado by Tom Moates. He is a very fine writer indeed, and it was such a pleasure to see Walter's photographs laid out so beautifully. I commend you on a fine magazine with a beautiful, fresh design.

-Douglas Preston

Horse Connection, has become my primary source for advertising. I have used the talents of Valerie and her staff to create eye catching and visually exciting ads for my real estate marketing. From the start to the finished product, the Horse Connection team are professional and always accommodating. MOST OF ALL I get results. The majority of my phone and email inquires are generated from the Horse Connection magazine. What more could a Realtor ask for from their advertising dollar. I urge anyone looking to advertise, or "connect" to the horse industry, look no further than HC Magazine.

-Ed Robinson

Re/Max Accord

# 2014 EDITORIAL CALENDAR

## MARCH 2014

### ANNUAL STALLION GALLERY

Showcasing the finest bloodlines in the from all over the US.. Highlights include stallions from small breeders to large breeders and how they run their operations. Expanded distribution for this special 3 week show with attendees from around the US. Special section on Stables & Barns designed for stallions and breeding. HITS THERMAL, HITS OCALA & HITS ARIZONA...Special Distribution for these winter circuit H/J shows.

## APRIL / MAY 2014

More stallions plus the latest in breeding technology and management. Exclusive interviews with the top showjumpers in the US. SPECIAL DELIVERY Mares and Foals – preparing for the new arrival. Preview of ROLEX Kentucky Three-Day Event. Special Section on Eventing Stallions and what makes a great event horse. What to wear, trending fashion for the big shows. Coverage of the Winter Show Circuits from California, Arizona and Florida. Also, an expanded GREEN ISSUE offering an in-depth look at green products brought to market for the home, the barn and of course the horse.

## JUNE 2014

ROLEX Kentucky Three-Day Event. The horses, the people and the parties. HC takes you to this exciting show through our special coverage. Circuit Preview – a look at the latest news from the venues and riders competing in the big summer shows in New York, Virginia, Colorado, California and Washington. What's hot back east!

"CLOSE CONTACT" -a continuation of our salute to WOMEN in the Equestrian business world.

Women and Philanthropy.

## JULY 2014

Special Showjumping Section. Get to know the riders. What makes a great hunter? Tips from the top. Preview of US Pony Jumper Championships. Kids and ponies. Whats trending? Special fashion preview just for kids. Top dogs. Photos of our favorite dogs from the horse shows around the US. Cool Places to Keep Cool - our annual summer vacation getaway guide to the coolest places for horse people to chill.

## AUGUST 2014

Young Equestrians. A look at the next generation of grand prix riders. From showjumping to the young riders programs. Top 5 equestrian college programs. Summer circuit wrap up. Top corporate sponsors of the horse sport. Equestrian travel. Where to go, what to do and how to enjoy a vacation with or without your horse. Equestrian art. Supporting our artists and photographers that make our horses come to life. Special section on the people behind the beautiful images.

## SEPTEMBER/OCTOBER 2014

SPECIAL FASHION EDITION - our biggest issue of the year, featuring the newest equestrian fashions from the elite fashion houses. 2nd annual photo cover contest. For Dressage Riders only. A special portrait of the dressage professionals and what it takes to make a great dressage horse.

## NOVEMBER/DECEMBER 2014

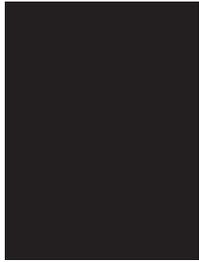
The Annual Pay it Forward issue - Highlighting the best horse and animal welfare organizations and other causes that bring good to people and animals. Plus, HC's Gift Gallery featuring wonderful and unique gifts for the holidays.

Editorial content is subject to change\*

# 2014



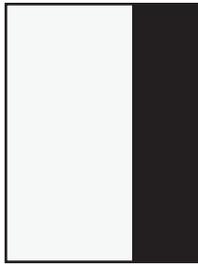
# ADVERTISING SPECIFICATIONS



**FULL PAGE**  
design for bleed:  
8.5"w x 11"h  
  
design for nonbleed:  
7.25"w x 9.75"h  
  
Trim size:  
8.25"w x 10.75"h  
  
Safe area:  
7.75"w x 10.25"h



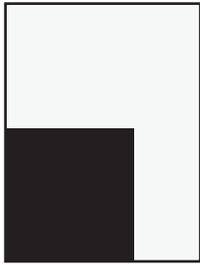
**2/3 PAGE VERTICAL:**  
4.7"w x 9.75"h



**1/3 PAGE VERTICAL:**  
2.3"w x 9.75"h



**1/3 PAGE HORIZONTAL:**  
7.25"w x 4.75"h



**1/3 PAGE SQUARE:**  
4.75"w x 4.75"h



**1/3 PAGE HORIZONTAL:**  
7.25"w x 3"h



**1/2 PAGE VERTICAL:**  
4.7"w x 7"h



**1/6 PAGE HORIZONTAL:**  
4.7"w x 2.3"h

**1/6 PAGE VERTICAL:**  
2.3"w x 4.7"h



**1/4 PAGE**  
3.45"w x 4.75"h  
  
**BUSINESS CARD LISTING**  
3.55"w x 2.3"h

## AD DESIGN

Design and Production Services are billed at \$95 per hour. \$45 minimum for changes to the ad. Design and Production Services for any other publication besides HC is \$125 per hour.

## AD DESIGN FEES

1/6 pg. Ad - \$45 flat fee\*

1/4 pg. Ad - \$85 flat fee\*

1/3 pg. Ad - \$95 flat fee\*

1/2 pg. Ad - \$95 per hour

Full pg. Ad - \$95 per hour

\*Flat fee includes 1 round of changes. Additional work may require an hourly charge.

## DIGITAL DATA

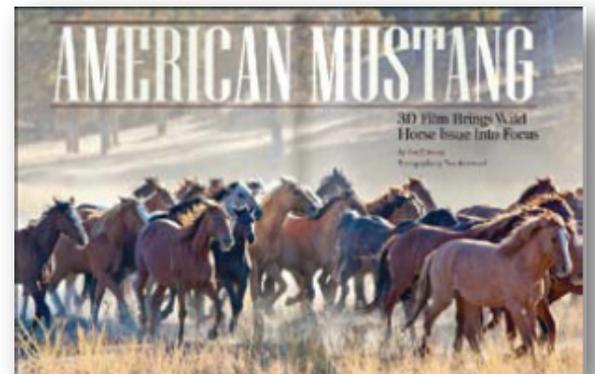
All submitted ads must be 300 DPI, CMYK, 4/C process, no spot colors. PDF/X-1a is the preferred file format. CMYK PDFs are also acceptable. Make sure all fonts are embedded in PDF. Ads saved as JPEGS are not recommended.

Do not send Microsoft Word files, GIFF files, 72 DPI JPEG files, EPSfiles without fonts outlined, InDesign files, Quark files or Microsoft Publisher files.

Horse Connection 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. HC is not responsible for colorcorrecting bad scans, copy fitting, typos, etc.

"I have to say that the HC is one of the prettiest publications I have seen in quite some time. Imagery, paper choice and printing quality all are top notch. Nice job."

—Peter Carpenter  
Thoroughbred Design Group



Trim size for the magazine is 8.25 w x 10.75 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.

# HC

HORSE CONNECTION MAGAZINE

EST. 1991

APRIL/MAY 2014 VOLUME 38 ISSUE 2

HORSECONNECTION.COM



## 2014 ADVERTISING DEADLINES

<b>ISSUE DATE</b>	<b>SPACE RESERVATION</b>	<b>ART DUE</b>	<b>DISTRIBUTED</b>
JANUARY 2014	DECEMBER 10 <sup>TH</sup>	DECEMBER 15 <sup>TH</sup>	DECEMBER 28 <sup>TH</sup>
MARCH 2014	FEBRUARY 4 <sup>TH</sup>	FEBRUARY 6 <sup>TH</sup>	FEBRUARY 15 <sup>TH</sup>
APRIL / MAY 2014	MARCH 10 <sup>TH</sup>	MARCH 15 <sup>TH</sup>	MARCH 25 <sup>TH</sup>
JUNE 2014	MAY 10 <sup>TH</sup>	MAY 15 <sup>TH</sup>	MAY 25 <sup>TH</sup>
JULY 2014	JUNE 10 <sup>TH</sup>	JUNE 15 <sup>TH</sup>	JUNE 25 <sup>TH</sup>
AUGUST 2014	JULY 10 <sup>TH</sup>	JULY 15 <sup>TH</sup>	JULY 25 <sup>TH</sup>
SEPTEMBER/OCTOBER 2014	AUGUST 10 <sup>TH</sup>	AUGUST 15 <sup>TH</sup>	AUGUST 25 <sup>TH</sup>
NOVEMBER/DECEMBER 2014	SEPTEMBER 10 <sup>TH</sup>	SEPTEMBER 15 <sup>TH</sup>	SEPTEMBER 25 <sup>TH</sup>