

# Improving their horses and riding; purchasing whatever helps them do so.

For over 30 years, *Practical Horseman* has been essential reading for English riders who take intense pride in their horses and strive daily to improve their horsemanship. Each issue is packed with real-world advice from top competitors and trainers in hunters, jumpers, equitation, eventing and dressage. Our affluent, sophisticated audience spends more than an hour and 45 minutes with each issue, devouring the well-crafted how-to articles and award winning photography. They are committed horsewomen devoted to their equestrian lifestyle, eager to spend on products and services that keep their horses healthy, equipment to advance their training and items that allow them to celebrate their equestrian lifestyles in all aspects of their lives. *Practical Horseman's* community of passionate enthusiasts has grown even further through the reach of its website, PracticalHorsemanMag.com, and social media channels such as Facebook and Twitter, evidence of our audience's willingness to invest time – and funds – on the horses of which they are so proud.

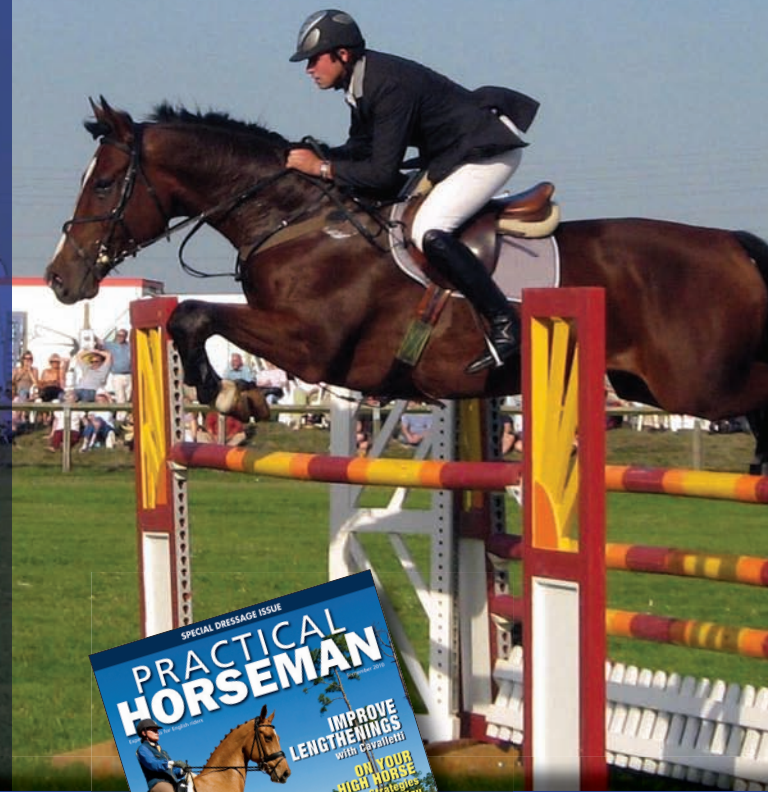
Ad space in the pages of *Practical Horseman* not only leverages your marketing message by surrounding it with respected editorial from world-renowned experts such as George Morris, Jim Wofford, Phillip Dutton and Beezie and John Madden, it delivers your message to the riders who matter most: purchasing leaders. Nearly 90 percent of our readers are intermediate, advanced or professional riders; women who influence buying in their horse communities. These riders own multiple horses and participate in multiple disciplines – a combination that demands a constant supply of gear. Make sure it's yours.

*"We love the exposure we get from Practical Horseman magazine. Practical Horseman's demographic is ideal for Kerrits' wide range of performance apparel, with content that focuses on performance and appeal to a variety of readers. We are thankful for the support Practical Horseman offers; the product reviews and editorial coverage we receive from the magazine, website and Facebook page. We love to read PH as much as we enjoy advertising in it!"*

**Mary Cobey**  
Kerrits Performance Equestrian Apparel

## Practical Horseman Readers:

- Average income: \$170,000+
  - Net worth: \$900,000
  - Average value of most expensive horse: \$21,800
  - Average horses owned: 5
  - 87% show or participate in clinics
  - 65% save every issue
  - 94% purchased riding apparel in the last year
  - 92% purchased one or more equine-related books, DVDs, jewelry, home furnishings, art, collectibles and computer software
  - 83% feed supplements
- |          |     |                   |     |
|----------|-----|-------------------|-----|
| Hunters  | 50% | Jumpers           | 30% |
| Dressage | 32% | Equitation Riders | 28% |
| Eventers | 20% |                   |     |



# PRACTICAL HORSEMAN

EXPERT HOW-TO FOR ENGLISH RIDERS

Average paid circulation: 58,536 (June ABC)

### 2011 Issue Schedule & Editorial Calendar

Issue	Special Features	Space Due	Materials Due	On Sale
January	Special Breed Issue, Cloning Debate, Weaning Your Foal, Classical Riding with George Morris Part 4: Gymnastics, Eventer Stephen Bradley Clinic, Gymnastics on a Balance Beam	11/1/10	11/3/10	12/28/10
February	Profile: Top Hunter Rider Hunt Tosh, Classical Riding with George Morris Part 5: Bending Lines, Managing Carbohydrates in Sporthorses, Excerpt from Denny Emerson's New Book: <i>How Good Riders Get Good</i>	11/22/10	11/24/10	1/25/11
March	Jumper Trainer Steve Weiss: Perfect the Medium Pace for a Smoother Jump, Classical Riding with George Morris Part 6: Flat Warm-Up for a Course, The Pre-Purchase Exam, Overcoming Fear of Falling	12/21/10	12/23/10	2/22/11
April	Dressage Training with WEG rider Katherine Bateson Chandler, Profile: Eventer Laine Ashker, Classical Riding with George Morris Part 7: Jumping a Course, Giving IM Injections, Spring Riding Apparel	1/25/11	1/27/11	3/29/11
May	Special Eventing Issue, Training with Eventer William Fox-Pitt, Fixing Rider Asymmetry with Sandy and Anne Howard, Classical Riding with George Morris, Part 8: Jumping a Course, Giving IV Injections	2/21/11	2/23/11	4/26/11
June	Special Hunter/Jumper Issue, Hunter/Jumper Trainer David Wright: Let the Jump Help Develop your Horse, Classical Riding with George Morris Part 9: Cool Down, Judging Hunters with Linda Hough, Administering Dewormers	3/29/11	3/31/11	5/31/11
July	Hunter Rider Jenny Karazissis: Make His Jump Rounder, Clinton Anderson: Longeing for Respect Part 1, Saddle Fit for Horse and Rider, NCAA Championships	4/26/11	4/28/11	6/28/11
August	Profile: IHSA National Champion, Hunter/Eq. Trainer Shelley Campf: Get Into the Zone for a Better Jump, Clinton Anderson: Longeing for Respect Part 2, Jim Wofford's Rolex Rider Critique, Top Sporthorse Injuries	5/24/11	5/26/11	7/26/11
Sept	Special Dressage Issue, Training with WEG Dressage Rider Todd Flettrich, Hunter/Equitation Trainer Stephanie Simmonds: Develop the Pulley Rein, Maintain Healthy Joints	6/28/11	6/30/11	8/30/11
Oct	Hunter/Jumper Rider Daniel Geitner: Finding a Distance, Develop a Stronger Jumping Position, Treating EPM	7/25/11	7/27/11	9/27/11
Nov	Training with Eventer Will Faudree, Retraining the Thoroughbred Part 1, Holiday Gift Guide, Manure Management	8/25/11	8/30/11	10/25/11
Dec	Special College Report, Hunter/Equitation Trainer Kate Oliver's Exercise for Better Jumping, Retraining the Thoroughbred Part 2, Equine Nutrition	9/27/11	9/29/11	11/29/11

### 2011 Advertising Rates

Effective with the January 2011 issue

#### DISPLAY RATES

Four color	1x	3x	6x	12x	18x	24x
Full Page	\$7,015	\$6,805	\$6,595	\$6,170	\$6,035	\$5,790
2/3 Page	5,330	5,170	5,020	4,695	4,580	4,400
1/2 Page	4,560	4,425	4,295	4,015	3,920	3,760
1/3 Page	3,160	3,055	2,965	2,780	2,710	2,605
1/6 Page	2,040	1,970	1,915	1,790	1,755	1,680

#### Two color

Two color	1x	3x	6x	12x	18x	24x
Full Page	\$6,090	\$5,895	\$5,715	\$5,355	\$5,240	\$5,020
2/3 Page	4,620	4,490	4,340	4,065	3,980	3,815
1/2 Page	3,955	3,835	3,720	3,480	3,395	3,265
1/3 Page	2,735	2,655	2,575	2,410	2,350	2,250
1/6 Page	1,765	1,710	1,660	1,555	1,520	1,450

#### Black & White

Black & White	1x	3x	6x	12x	18x	24x
Full Page	\$4,675	\$4,540	\$4,400	\$4,120	\$4,025	\$3,855
2/3 Page	3,555	3,450	3,340	3,125	3,055	2,935
1/2 Page	2,950	2,850	2,775	2,595	2,530	2,435
1/3 Page	2,105	2,045	1,975	1,850	1,815	1,735
1/6 Page	1,360	1,315	1,275	1,195	1,170	1,115

#### Covers - 4 color

Covers - 4 color	1x	3x	6x	12x	18x	24x
2nd Cover	\$8,765	\$8,510	\$8,240	\$7,715	\$7,540	\$7,235
3rd Cover	8,415	8,165	7,915	7,405	7,235	6,950
4th Cover	9,470	9,185	8,900	8,340	8,145	7,820

#### GENERAL STORE SECTION RATES

Four color	1x	3x	6x	12x	18x	24x
1/3 Page	\$2,170	\$2,075	\$2,020	\$1,905	\$1,855	\$1,785
1/6 Page	1,180	1,125	1,095	1,035	1,015	975
Double 1/9 pg	1,595	1,570	1,540	1,435	1,405	1,355
1/9 Page	790	750	730	700	685	655

#### Two color

Two color	1x	3x	6x	12x	18x	24x
1/3 Page	\$1,850	\$1,780	1,720	\$1,625	\$1,590	\$1,530
1/6 Page	1,010	980	950	885	860	835
Double 1/9 pg	1,395	1,350	1,305	1,230	1,210	1,155
1/9 Page	685	645	620	585	575	555

#### Black & White

Black & White	1x	3x	6x	12x	18x	24x
1/3 Page	\$1,545	\$1,505	\$1,445	\$1,360	\$1,330	\$1,270
1/6 Page	840	815	780	740	725	700
Double 1/9 pg	1,170	1,130	1,090	1,025	1,010	970
1/9 Page	560	540	525	495	485	465

Please refer to the Equine Network's Mechanical Specifications Sheet for details.



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