

# Living the Rodeo Lifestyle.

Our readers don't take their boots off when they leave the arena. *Spin To Win Rodeo* readers live the roping and rodeo lifestyle 24/7/365. They've got horses to train and care for and pastures to keep up when they're not hauling down the road to compete at a roping or rodeo. It's more than a passion. It's a way of life.

And a rodeo life requires a constant stream of gear. Our ranching and rodeo families provide a rich market for your products across a broad demographic spectrum: jeans for the barrel-racing daughter, protective boots for the son's roping horse, a hitch for mom's dually and a new hat for dad.

*Spin to Win Rodeo* is the #1 independent rodeo magazine in the industry, providing how-to tips from the best in the business to help competitors in their quest to get to the pay window whether they're team roping, barrel racing or riding rough stock. We've been selected to be the home for all World Series of Team Roping news and event information.

We help readers get results in their performance.

We do the same for advertisers.

We've grown our circulation for the past three years, despite a challenging market, and we're on track to do the same this year. Though our readers are an independent, hard-working bunch, one thing they all agree on is that they don't miss an issue of *Spin To Win Rodeo*.

## Spin To Win Rodeo Readers:

### Household Net Worth:

\$500,000+ 27% • \$100-499,999 52%  
Own Horses 95% • Own 5+ horses 44%  
50% have owned horses their whole lives

### Are families:

With 81% men and 19% women  
2 members involved 28%  
3 household members involved 18%  
4+ household members involved 22%

### Average Age: 45

### 86% keep horses at home, and own larger properties:

100+ acres 21% • 20-99 26% • 5-19 31%  
80% rural

### Own equipment:

tractors 63%, trailers 91%, arenas 70%  
The majority of readers are looking to improve their barn in a year.



# SPIN TO WIN RODEO

WHERE TO GO FOR RODEO

Circulation: 35,512



### 2011 Issue Schedule & Editorial Calendar

Spin To Win Rodeo is published monthly.

Issue	Special Features	Space Due	Materials Due
January	PRCA World Champions from the Wrangler National Finals Rodeo, USTRC Open Champs	11/23/10	12/3/10
February	World Series of Team Roping Winners	12/21/10	12/23/10
March	Denver Champions, IPRA Winners	1/25/11	1/28/11
April	Wildfire Open Roping, San Antonio Winners	2/22/11	2/25/11
May	George Strait Team Roping Classic, Houston and DNCFR Recaps	3/22/11	3/25/11
June	California Rodeo Run, ProRodeo Hall of Fame Inductees	4/19/11	4/22/11
July	Windy Ryon Memorial Roping, Cowboy Christmas Preview	5/17/11	5/20/11
August	College National Finals Recap, Reno Rodeo Champs, BFI Winners	6/20/11	6/23/11
September	Winners from Salinas and Cheyenne, High School Finals Champs	7/19/11	7/22/11
October	Caldwell Night Rodeo Winners, USTRC National Finals of Team Roping Preview	8/23/11	8/26/11
November	Pendleton Champs, Omaha Winners, AQHA Horses of the Year, ACTA Finals	9/20/11	9/23/11
December	Regular Season Recap and Wrangler NFR Preview Edition, Dallas Recap	10/25/11	10/28/11



### In Each Issue

- Regular columns from Editors in Chief & 7 time World Champions Jake Barnes & Clay O'Brien Cooper
- Barrel Racing how-to column by top professionals
- Rodeo recaps, analysis and training insights
- Horse health tips
- New products
- Life with the pros on the rodeo road

### 2011 Advertising Rates

Effective with the January 2011 issue

#### DISPLAY RATES

4 color	1-2x	3-5x	6-11x	12x
Full Page	\$2,315	\$2,240	\$2,155	\$2,010
2/3 Page	1,745	1,695	1,620	1,530
1/2 Page Digest*	1,705	1,655	1,585	1,480
1/2 Page	1,435	1,380	1,320	1,230
1/3 Page	1,045	995	950	885
1/4 Page	860	820	780	725
1/6 Page	535	515	500	445
1/9 Page	315	305	290	285

#### Black & White

Full Page	\$1,530	\$1,480	\$1,420	\$1,330
2/3 Page	1,165	1,130	1,080	1,015
1/2 Page Digest*	1,145	1,110	1,060	995
1/2 Page	960	930	895	835
1/3 Page	745	700	685	645
1/4 Page	595	570	555	520
1/6 Page	450	435	425	400
1/9 Page	220	215	210	200

\* Guaranteed as only ad on page

#### Covers - 4 color

2nd Cover	\$2,775	\$2,690	\$2,585	\$2,420
3rd Cover	2,660	2,580	2,475	2,315
4th Cover	3,360	3,250	3,120	2,920

**Position Premium Charge:** Page 1 add 20%; opposite table of contents or masthead add 15%; other special positions add 10%; fractional bleeds add 10%; full bleeds no charge; 2-page spreads subtract 5%.

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



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