

Have Horse. Will Travel.

Our readers are horse owners who hit the road.

Deliver your message to affluent, adventurous horse lovers constantly on the lookout for the next place to ride and product to try. In addition to providing news about exciting destinations, how-to's from top clinicians, humor columns and the latest products and gear, *The Trail Rider* fosters a particularly strong community of like-minded horse lovers across the country. Readers share their own stories and photos and interact with experts on MyHorse.com, the magazine's online home. An ad buy in *The Trail Rider* brings your company into the family, to the tops of the minds of readers united by their quest for the next great ride and the products they need to make it even greater.

The Trail Rider Readers*:

Own horses.

- 92% have at least one, many have several.
- Earn a living that allows them to stay in the saddle.
 - 50% of readers have a household net worth of \$100-499,999.
 - 32% have a household net worth of \$500,000 and above.

Own land.

- 40% own 5-19 acres, 27% own 20-99 acres, 10% own 100 acres or more, 23% own under 5 acres.
- 82% keep their horses at home.
- 60% may improve their barns in the next year.
- 82% trailer out to ride at least monthly.
- 75% have been riding 15 years or more. Many ride both English and Western.
- 76% female, 24% male

Average Age: 50

* Horse Media Group Online Reader Survey update to 2005 Lewis & Clark Research Study, Raleigh, NC, August 2009

"My phone hasn't stopped ringing and the email is still coming in from the write-up you did on our benefit trail ride. We wouldn't be where we are today if it wasn't for your magazine. I always ask folks 'Where did you find out about us?' Nine times out of ten, it's The Trail Rider."

Larry D. Stewart

CEO/President, This Horse Is Silent Cares
(charity benefitting equestrian families)

THE TRAIL RIDER

AMERICA'S PREMIERE TRAIL RIDING MAGAZINE

Average Paid Circulation: 46,167



2011 Issue Schedule & Editorial Calendar

The Trail Rider is published eight times per year. Six regular issues: January/February; March; May; July/August; September/October; November/December. Two special issues: April and June.

Issue	Special Features	Space Due	Materials Due
Jan/Feb	10 Top Riding Vacations, Soothe Your Horse's Joints, Linda Tellington-Jones: Anxiety/Spooking	11/10/10	11/15/10
March	Create a Comfy Horse Camp, Your Trail First-Aid Kit, Overcome Fear After a Fall, Linda Tellington-Jones: Back Soreness/Stiffness	1/11/11	1/14/11
April	Special Issue: 7th Annual Complete Trail-Ride Guide: Planning Guide Getting-There Tips, Top Trail-Riding Destinations, Resources	2/8/11	2/11/11
May	Trail Bridles & Bits, What's New in Navigation, Linda Tellington-Jones: Ground Exercise for Control	3/15/11	3/18/11
June	Special Issue: Complete Trail-Horse Source: How to Buy Your Next Trail Horse, Breeding-Farm Listings, National Breed Association Trail-Riding Programs and Ride Calendar	4/15/11	4/20/11
July/Aug	Beat the Heat, Control On-Trail Pests Naturally, Linda Tellington-Jones: Go Forward Under Saddle	5/11/11	5/16/11
Sept/Oct	Safe Trailering, Truck & Trailer First-Aid Kit, Linda Tellington-Jones: How to Cross Obstacles	7/14/11	7/19/11
Nov/Dec	8th Annual Holiday Gift Guide for Trail Riders, Go Gaited, Linda Tellington-Jones: Fix a Balky Horse	9/12/11	9/15/11



In Each Issue

- Special sections including in-depth reports about everything from trail saddles to travel
- Resource guides to manufacturers and distributors
- Natural horsemanship tips from Linda Tellington-Jones
- Safety and health advice from vets and other experts
- First-person reports about rides across the country
- Hands-on tips and new product reviews
- Truck and trailer reviews and advice
- American Competitive Trail Horse Association news
- Exclusive Where-to-Ride Guide



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www.myhorse.com/magazines/trail-rider.html

2011 Advertising Rates

Effective with the January 2011 issue

DISPLAY RATES				
4 color	1-2x	3-5x	6-7x	8x
Full Page	\$2,385	\$2,305	\$2,200	\$2,150
2/3 Page	2,065	1,995	1,915	1,860
1/2 Page Digest*	1,935	1,860	1,790	1,735
1/2 Page	1,750	1,700	1,630	1,585
1/3 Page	1,425	1,380	1,315	1,280
1/4 Page	1,190	1,145	1,100	1,065
1/6 Page	1,020	985	945	910
1/9 Page	\$330	\$315	\$300	\$295

Black & White

Full Page	\$2,025	\$1,950	\$1,870	\$1,810
2/3 Page	1,485	1,435	1,380	1,340
1/2 Page Digest*	1,440	1,395	1,330	1,290
1/2 Page	1,315	1,275	1,220	1,185
1/3 Page	985	945	905	885
1/4 Page	670	645	615	605
1/6 Page	555	545	525	510
1/9 page	230	225	220	210

Covers - 4 color

2nd Cover	\$2,865	\$2,760	\$2,640	\$2,580
3rd Cover	2,745	2,645	2,525	2,470
4th Cover	3,465	3,340	3,195	3,115

*Guaranteed as only ad on page

BUSINESS CARD RATES

	1-2x	3-5x	6-7x	8x
4 Color	\$330	\$315	\$300	\$295
Black & White	230	225	220	210

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.