

TODAY'S HORSE Magazine



Today's Horse Magazine focuses on bringing all breeds of horses and disciplines together. With 12 issues per year we strive to provide readers with articles that educate and entertain, including information on: health issues, training techniques, new products, horse sales, rodeos, horse competitions, and events results.

We will run free press releases for current advertisers.

Please keep Today's Horse Magazine in mind for all your advertising needs.

FREE ONLINE AND ON OUR APP

12 MONTHLY ISSUES RIGHT AT YOUR FINGERTIPS

NO SUBSCRIPTIONS

▲ 12 ISSUES DIGITAL COPIES ONLY

▲ BREEDER'S EDITION PRINTED IN DECEMBER & DISTRIBUTED

THROUGHOUT THE YEAR AT NATION WIDE EVENTS!



- **Front Cover - \$600**
- **Pages 1 & 2 - \$500** (Cover Spots)
- **Full Page - \$400**
- **Half - \$200**
- **Quarter - \$100**
- **Banner - \$50**
- **Directory - \$25**

25% off ads in all 12 issues
10% off ads in 6 issues

Explanation of Page/Bleed Set up




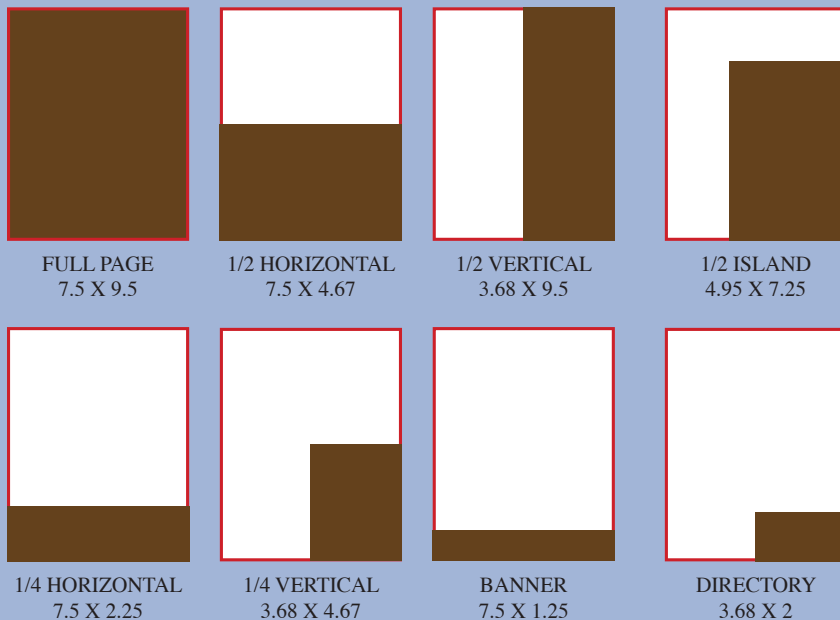
-  **Live Area:**
7.5" wide x 9.75' tall
-  **Trim Size:**
8.25" wide x 10.5' tall
No text in this area
-  **Bleed Size:**
8.75" wide x 11' tall
No text in this area, will be trimmed away

PHOTO CONTEST

- Photo Contest takes place on our facebook page "LIKE" the photo to vote for it in the Photo Contest!
- Submit up to 3 photos per month. Photos must be submitted by the photographer or with written permission of the photographer.
- Voting will begin on the 5th of the month and voting closes on the 15th of the month.
- Email to: todayshorseab@gmail.com
Please include your name and address or we will not enter your photos

Today's Horse Magazine reserves the right to publish submitted photos for editorial and promotional purposes for this contest.



AD DEADLINE IS THE 20TH EACH MONTH

MONTHLY THEMES

JANUARY 2019:
STOCK SHOW EDITION

FEBRUARY 2019:
HEALTH & SUPPLEMENTS

MARCH 2019:
RANCH HORSE

APRIL 2019:
BARREL RACING

MAY 2019:
HORSE RACING

JUNE 2019:
ROPING

JULY 2019:
YOUTH

AUGUST 2019:
HORSE SALE EDITION

SEPTEMBER 2019:
CUTTING & REINING

OCTOBER 2019:
WEST FEST & WESTERN HERITAGE

NOVEMBER 2019:
HOLIDAY GIFT GUIDE

DECEMBER 2019:
EQUIPMENT & NFR

Ads must be paid for before they will be ran!

3 options available:

- Check or money order mailed to:
PO Box 784, Rapid City, SD 57709
- PayPal family and friends option to 605-685-4182
- We must have a credit card on file to run monthly.

Maegan McPherson 605-685-4182 | wagonpinperformancehorses@gmail.com

Whitney Knippling 605-730-2552 | knippling.whitney@gmail.com

Ashley Buffington 605-214-0233 | todayshorseab@gmail.com

TODAY'S HORSE Magazine

Breeder's Edition




PUBLISHED: DECEMBER 1, 2019

This informative reference edition has nationwide distribution to households & events.

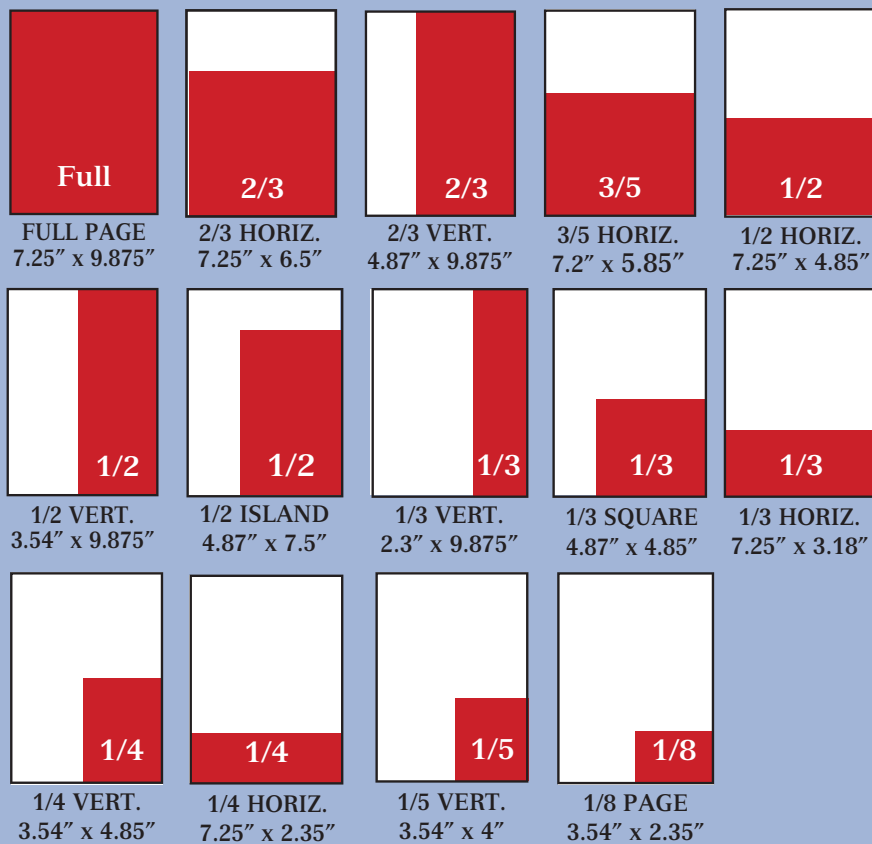
All on glossy pages!

This annual edition is packed full of interesting and educational articles on health concerns, training, breeding, management, industry issues, notable horses & horse people, & much more.




Deadlines:

Proof Deadline:
October 22, 2019

Final Deadline:
October 29, 2019



Explanation of Page/Bleed Setup

-  Live Area:
7.25" wide x 9.875" tall
-  Trim Size:
8.25" wide x 10.875" tall
No text in this area
-  Bleed Size:
8.75" wide x 11.375" tall
No text in this area,
will be trimmed away

Print Ready Ads: Resolution should be 300+ dpi

E-mail to:
todayshorseab@gmail.com
File types: .pdf, .jpg, .tif

Ad Size	B&W	Color
Full	\$990	\$1190
2/3	\$770	\$970
3/5	\$670	\$820
1/2	\$560	\$710
1/3	\$390	\$490
1/4	\$320	\$420
1/5	\$265	\$365
1/8	\$170	\$225

Front Cover: \$2,500
Cover Spots & Special Placements Available: \$1,500

Inside Front Cover, Facing Inside Front Cover, Facing Inside Back Cover, & Back Cover

2 Page Spread Available

Centerfold \$2,000
Double Pg Spread: \$1,750