

www.westernhorsereview.com

WESTERNHORSE

REVIEW



MEDIA KIT 2012

Canada's western riding brand since 1993



Frequency

**Six print issues a year plus a
Special Edition Championship Issue
4 digital issues a year
Bi-weekly e-newsletters**

Audience Impact

**50,000 magazine readers
30,000 website page views
8,000 e-newsletter subscribers
5,500 Facebook fans
1,200 Twitter followers**



The voice of the Canadian western rider is represented in every issue of *Western Horse Review*. This is our great Canadian western world and we celebrate it – in all facets of the western lifestyle – from country living, horse ownership, competition, recreational riding, vacations, home decorating and fashion. *Western Horse Review* enhances our reader's chosen lifestyle with in-depth reporting and award winning editorial, punctuated by outstanding photography.

Every issue of *Western Horse Review* engages more than 50,000 of your best customers – those who ride – whether competitively or recreationally – and are engaged in the western lifestyle. These are the people who are committed to their horses and their way of living. From purchasing goods for their homes, horses and families, to competitive and recreational riding, to horse ownership, to Western-themed vacations, events, activities and competition.

Western Horse Review is at the heart of the western riding community in Canada, the chronicler of personalities, history, events, culture, travel, art, entertainment, sport and all that encompasses the western lifestyle. Extending our brand over the past two years into online, e-newsletters and social media has been a natural progression embraced by steadfast readers and new viewers alike. It signifies sustained success and growth for your brand, as well as ours, with a consumer who is eager to experience all that is a part of this great western lifestyle.

No one in Canadian equine media can touch the reach of this base.

**Maximize your advertising dollars in the brand that reaches
thousands of western riding enthusiasts.**

WESTERNHORSE REVIEW

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Advertising: (403) 250-1128 • advertising@westernhorsereview.com

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2012 editorial calendar

January/February

SPECIAL FOCUS: Western Weddings

- Breeding in Canada: the new ideal
- Breeding & Stallions Section
- Cloning Controversy
- Canada's Team Roping Futurity

Health Focus: deworming

Gear: Bits

BONUS ADVERTORIAL SECTION:

Equine Careers & Schools

AD CLOSING: December 2, 2011

MATERIAL DEADLINE: December 7, 2011

MAGAZINE MAILOUT: December 30, 2011

March

SPECIAL FOCUS: The "Best of" Issue

- Breeding & Stallions Section

Health Focus: Vaccinations & Foaling Needs

Gear: Protective Boots

BONUS ADVERTORIAL SECTION:

Feed & Supplements

ADVERTISING SECTION:

Spring Sale Guide

BONUS INSERTS:

Canadian Supreme Stallion Register

AD CLOSING: January 27, 2012

MATERIAL DEADLINE: February 1, 2012

MAGAZINE MAILOUT: February 24, 2012

April

SPECIAL FOCUS: Home Farm Improvement Issue

- Arenas & Barns
- Travelling with Horses

Health Focus: Supplements

Gear: Performance Pads

BONUS ADVERTORIAL SECTION:

Trucks & Trailers

AD CLOSING: February 24, 2012

MATERIAL DEADLINE: February 29, 2012

MAGAZINE MAILOUT: March 23, 2012



May/June

SPECIAL FOCUS: Barns & Tack Rooms

- Tack Room Makeover Contest
- The Horse Slaughter Debate
- Find the Right Trainer
- Rawhide Braiders

Health Focus: Mane, Tail & Coat

Gear: Reins

BONUS ADVERTORIAL SECTION:

Barn Builders

AD CLOSING: March 30, 2012

MATERIAL DEADLINE: April 4, 2012

MAGAZINE MAILOUT: April 27, 2012

July/August

SPECIAL FOCUS: Western Style

- Annual Fashion Shoot
- The New Western Home
- Travelling with Horses

Health Focus: Navicular

Gear: Saddles

BONUS ADVERTORIAL SECTION:

Farm & Acreage Essentials

ADVERTISING SECTION:

Fall Sale Guide

AD CLOSING: May 18, 2012

MATERIAL DEADLINE: May 23, 2012

MAGAZINE MAILOUT: June 15, 2012

September/October

SPECIAL FOCUS: Health Issue

- Mavericks: Legends of the Horse World
- The Canadian Movie Industry
- Horseback Hunting

Gear: Chaps

BONUS ADVERTORIAL SECTION:

Equine Practitioners

ADVERTISING SECTION:

Fall Sale Guide

AD CLOSING: July 13, 2012

MATERIAL DEADLINE: July 18, 2012

MAGAZINE MAILOUT: August 10, 2012

Nov/Dec

SPECIAL FOCUS: Championship Issue

- Christmas Gift Guide
- Christmas at the Ranch
- Preparing for Winter

Health Focus: Teeth

Gear: Bosals

BONUS ADVERTORIAL SECTION:

Real Estate South of Border

AD CLOSING: October 5, 2012

MATERIAL DEADLINE: October 10, 2012

MAGAZINE MAILOUT: November 2, 2012



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Editorial content is subject to change.

2012 editorial calendar for digital issues

Spring

SPECIAL FOCUS:
Fashion for the Western lifestyle

- Spring Sale Guide
- Great Home & Garden Finds
- Fencing – How-to

SHOW COVERAGE:
Canadian Cutting Horse Finals

AD CLOSING: April 13, 2012
ONLINE RELEASE DATE: May 7, 2012

Summer

SPECIAL FOCUS:
Canada's 10 Best Rodeos

- Fall Sale Guide
- Calgary Stampede 100th Anniversary
- Pasture Maintenance – How-to

SHOW COVERAGE:
Reining Alberta Spring Classic
4H on Parade
Cowtown Derby

AD CLOSING: June 8, 2012
ONLINE RELEASE DATE: July 2, 2012



Fall

SPECIAL FOCUS:
Coverage of Summer Events

- Best Events Down South
- Winter Tune-Up – How-to

SHOW COVERAGE:
Summer Show Coverage

AD CLOSING: July 27, 2012
ONLINE RELEASE DATE: August 20, 2012



Winter

SPECIAL FOCUS:
Christmas Gift Guide

- 20 western artists and artisans to meet – with links to website or Facebook pages

SHOW COVERAGE:
Fall Show Coverage

AD CLOSING: October 26, 2012
ONLINE RELEASE DATE: November 19, 2012



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