

QUARTER HORSE NEWS

2020 Print Media Kit

Reader Demographics

- \$203,000 Average Household Income
- 11.2 Average Number of Horses Owned
- \$553,000 Average Cost Invested in Horse Operations
- 22.4 Average Years Readers Have Competed
- 51% Male
- 49% Female
- 76% Attended and/or Graduated from College
- 52% Between the Ages of 45 and 64
- 74% Compete/Show

Source: 2014 Readex Reader Survey

Reader Habits & Opinions

- 81% Readers Subscribed for 3+ Years
- 2 Hours Average Time Spent Reading **Quarter Horse News**
- 67% **QHN** Readers Have Purchased or Tried a Product Because of an Ad or Article Seen in **QHN**
- 62% Readers Save Issues for Future Reference
- 92% Find the Ads in **QHN** Very or Somewhat Helpful in Terms of Getting Information on Horses, Products and Services
- 91% Consider **QHN** as Excellent or Above Average

QUARTER HORSE NEWS SUPPORTS THE PERFORMANCE HORSE INDUSTRY



Every member of the PCCHA receives a subscription to **Quarter Horse News**.

Quarter Horse News has the readers you want as customers.

Loyal and Longtime Readers

For more than three decades, **Quarter Horse News** has positioned itself as the source of information for the performance horse world. **QHN** is the trusted mainstay in the performance horse industry.



In Good Company

QHN is part of one of the most prestigious line-ups of equine publications in the world, including *Western Horseman*, *Barrel Horse News*, *Equine Journal*, *Western Lifestyle Retailer* and *HorseCity.com*.

Covers the Big Three Western Performance Horse Disciplines

The only magazine combining the leading disciplines in the Western performance horse industry in one publication, focused on cutting, reining and reined cow horse.

Published 24 Times Per Year

QHN's semimonthly delivery keeps its readers up to date on the latest news, information, competition results and statistics surrounding these equine sports. No other performance horse magazine offers this.

Readers Have Buying Power

Our readers have an average household income of \$203,000. These horse owners are affluent and active. That translates into buying power.

Subscribers are Your Target Audience

The distribution of **QHN** goes to subscribers who own, on average, 11.2 horses. Seventy-four percent of **QHN** subscribers compete or show and have a passion for their horses! Our subscribers pay to get the latest news, information, statistics and updates from **QHN**.

YOU CAN ALSO FIND US ONLINE



Editorial Calendar

ISSUE DATE EDITORIAL FOCUS

JAN. 1 BROODMARES & NRHA FUTURITY COVERAGE

Top broodmares in the Western performance horse industry are profiled, with statistics ranking the industry's leaders. Coverage of reining's biggest event is also included in this issue.

JAN. 15 STALLIONS & NCHA FUTURITY COVERAGE

Top stallions in the Western performance horse industry are profiled, with statistics ranking the industry's leaders. Coverage of cutting's biggest event is also included in this issue.

FEB. 1 BREEDER STATISTICS

Features and statistics on the top breeders in the Western performance horse industry, as well as the up-and-comers.

FEB. 15 OWNER STATISTICS

Features and statistics on the top owners in the Western performance horse industry, as well as the up-and-comers.

MARCH 1 TACK & EQUIPMENT

An issue filled with a variety of content for all readers, with a look at tack and/or equipment.

MARCH 15 ANNUAL CUTTING STATISTICS

The cutting industry's statistics from 2019, featuring the top horses, riders, sires, dams, grandsires, owners, breeders and shows.

APRIL 1 ANNUAL REINED COW HORSE STATISTICS

The reined cow horse industry's statistics from 2019, featuring the top horses, riders, sires, dams, grandsires, owners, breeders and shows.

APRIL 15 ANNUAL REINING STATISTICS

The reining industry's statistics from 2019, featuring the top horses, riders, sires, dams, grandsires, owners, breeders and shows.

MAY 1 JUNIOR SIRES

A look at the leading up-and-coming sires in the Western performance horse industry, with statistics and informative features.

MAY 15 ALL-INDUSTRY STATISTICS

Extensive coverage of multi-discipline horses, riders, sires, dams, owners and breeders in one statistical issue.

JUNE 1 HEALTH & NUTRITION

An issue filled with a variety of content for all readers, with a look at health and/or nutrition.

JUNE 15 FARM & RANCH MANAGEMENT

An issue filled with a variety of content for all readers, with a look at farm and ranch management.

JULY 1 FOALS

An issue filled with a variety of content for all readers, with a special section dedicated to foals.

JULY 15 THE CUTTING ISSUE

The **Equi-Stat** Lifetime Cutting Statistics of the top horses, riders, sires, dams, grandsires, owners and breeders are published, along with features on selected individuals and horses from the all-time leader charts.

AUG. 1 WEEKEND WARRIORS

Statistics of the leading horses, riders, sires, dams, owners and breeders in weekend, ancillary and horse show classes, plus interesting profiles and features.

AUG. 15 SALES PRICE GUIDE

A complete guide to sale results and data from all the Western performance horse industry's major 2019 sales.

SEPT. 1 FASHION

An issue filled with a variety of content for all readers, with a look at fashion in the Western performance horse industry.

SEPT. 15 YOUTH

Read about the youth competitors who are making a name for themselves in and out of the arena. Featuring select coverage of youth events from the NCHA Summer Spectacular, NRHA Derby, AQHYA World Show, National High School Finals Rodeo and other shows.

OCT. 1 THE REINED COW HORSE ISSUE

The **Equi-Stat** Lifetime Reined Cow Horse Statistics of the top horses, riders, sires, dams, grandsires, owners and breeders are published, along with features on selected individuals and horses from the all-time leader charts.

OCT. 15 TRUCK & TRAILER

An issue filled with a variety of content for all readers, with a look at hauling and/or ranch equipment.

NOV. 1 THE PROFESSIONALS

Profiles, features and statistics on the industry's leading professionals, plus educational articles on making a living in the Western performance horse industry.

NOV. 15 THE REINING ISSUE

The **Equi-Stat** Lifetime Reining Statistics of the top horses, riders, sires, dams, grandsires, owners and breeders are published, along with features on selected individuals and horses from the all-time leader charts.

THE QUARTER HORSE NEWS STALLION REGISTER

The **QHN** Stallion Register is the leading stallion resource guide for everyone in the Western performance horse industry. Breeders can easily access the pedigrees, performance records and sire records for hundreds of stallions in one place. Mails with the Nov. 15 issue of **QHN**.

DEC. 1 BIG SHOWS

An issue filled with a variety of content for all readers that is distributed to the NRHA Futurity and NCHA Futurity.

DEC. 15 BREEDING & MAGIC CROSS

An issue focused on the equine breeding industry, including the Magic Cross statistical section, which showcases the proven pedigree crosses that produce winners.

Contact your sales or customer service representative for more information.

Full Color Ads

AD SIZE	1X	3X	6X	9X	12X	24X
Full Page	\$1,610	\$1,570	\$1,560	\$1,535	\$1,510	\$1,455
2/3 Page	\$1,420	\$1,385	\$1,375	\$1,360	\$1,330	\$1,300
1/2 Page	\$1,195	\$1,165	\$1,160	\$1,140	\$1,125	\$1,090
1/3 Page	\$1,020	\$995	\$990	\$970	\$950	\$925
1/4 Page	\$632	\$616	\$584	\$565	\$552	\$528
1/6 Page	\$420	\$400	\$390	\$380	\$370	\$350

Black & White Ads

AD SIZE	1X	3X	6X	9X	12X	24X
Full Page	\$1,040	\$1,014	\$970	\$950	\$930	\$885
2/3 Page	\$875	\$853	\$815	\$790	\$770	\$740
1/2 Page	\$625	\$615	\$609	\$590	\$570	\$535
1/3 Page	\$550	\$536	\$520	\$490	\$465	\$450
1/4 Page	\$395	\$385	\$365	\$355	\$345	\$330
1/6 Page	\$240	\$230	\$210	\$200	\$190	\$175

Directory Ad (2.5 x 1.3681)

	6X	9X	12X	24X
Full Color	\$90	\$85	\$75	\$70
B&W	\$70	\$65	\$60	\$50

Ad Deadlines*

Issue Date	Ad Close	Materials Due
Jan. 1	11/27/19	12/1/19
Jan. 15	12/8/19	12/15/19
Feb. 1	12/21/19	12/28/19
Feb.15	1/9/20	1/16/20
March 1	1/24/20	1/31/20
March 15	2/6/20	2/13/20
April 1	2/21/20	2/28/20
April 15	3/12/20	3/20/20
May 1	3/26/20	4/2/20
May 15	4/9/20	4/16/20
June 1	4/23/20	4/30/20
June 15	5/8/20	5/15/20
July 1	5/24/20	5/30/20
July 15	6/8/20	6/20/20
Aug. 1	6/21/20	6/29/20
Aug. 15	7/9/20	7/16/20
Sept. 1	7/24/20	7/31/20
Sept. 15	8/9/20	8/16/20
Oct. 1	8/23/20	8/30/20
Oct. 15	9/7/20	9/14/20
Nov. 1	9/21/20	9/28/20
Nov.15	10/9/20	10/16/20
Dec. 1	10/24/20	10/31/20
Dec. 15	11/7/20	11/14/20

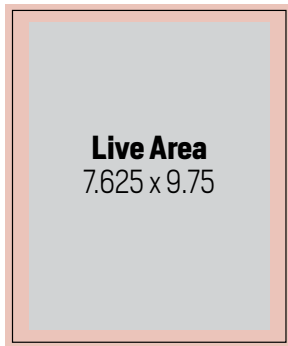
*Ad Close and Materials Due dates are subject to change. Contact your Sales Representative to confirm.

Bonus Distribution at Major Industry Events Including:

- NCHA Futurity, Super Stakes and Summer Spectacular
- NRHA Futurity and Derby
- National Reining Breeders Classic
- NRCHA Snaffle Bit Futurity, Hackamore Classic, Derby and Stallion Stakes
- NSHA Futurity and World's Richest Stock Horse
- NCHA National Championship events
- PCCHA events
- Reining By The Bay
- Arizona Sun Circuit
- AQHA World Show
- SHOT World Championships
- Breeder's Invitational
- High Roller Reining Classic
- Cactus Reining Classic
- Tulsa Reining Classic
- NRCHA World's Greatest Horseman and World Championships
- South Point Equestrian Center (every issue)

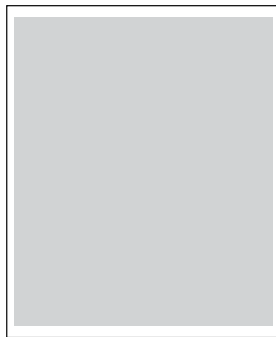
Contact your sales or customer service representative for more information.

Ad Sizes Available – Full Color or Black & White



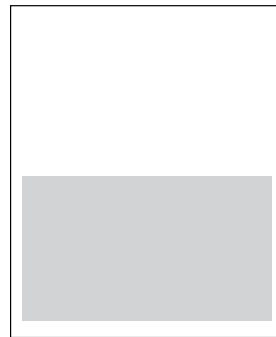
Full Page Bleed

Trim Size: 8.875 x 10.625
Bleed Size: 9.125 x 10.875
Live Area: 7.625 x 9.75



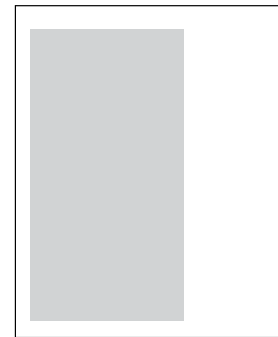
Full Page Non Bleed

8.375 x 9.875



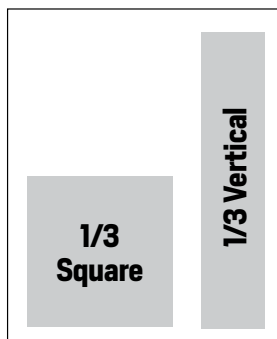
1/2 Horizontal

7.875 x 4.688



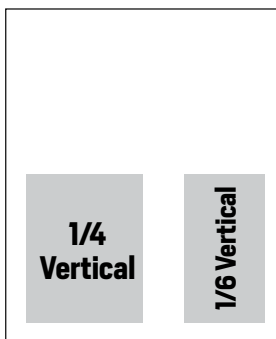
2/3 Vertical

5.188 x 9.625



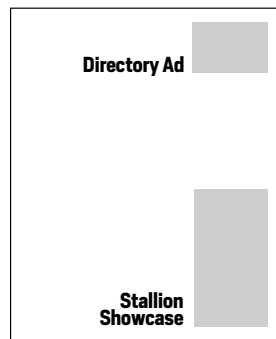
1/3 Square
5.188 x 4.688

1/3 Vertical
2.5 x 9.625



1/4 Vertical
3.875 x 4.688

1/6 Vertical
2.5 x 4.688



Directory Ad
2.5 x 1.3681

Stallion Showcase
2.5 x 4.625

PRINTING:

Covers and text pages are printed on high-speed, web-fed, offset presses. The magazine is perfect bound and jogs to the foot.

COLOR SPECIFICATIONS:

SWOP (Specifications Web Offset Publications). Photos, graphics and camera-ready ads should be converted to CMYK prior to submission. Total density of shadow areas should not exceed 300% for four-color ads. All color is managed at the printer based on settings provided in camera-ready files. To ensure desired color stays within the printer error margins, color match prints must be provided.

DIGITAL REQUIREMENTS:

Camera-Ready

PDF files with embedded fonts that comply with PDF/X1a standards (Adobe 4 - PDF 1.3) are preferred. Flattened EPS or TIF files are also accepted. All images within these files must be 300 dpi and saved as grayscale or CMYK to SWOP standards for best color and image reproduction.

Revised Ads

If sending files that will need to be altered in later issues or to meet any mechanical requirements, we accept files created in Adobe CS InDesign, Illustrator and Photoshop only. These files must be accompanied by all art files for logos, images and fonts used to create the ad.

Materials for Ads Created by Quarter Horse News

Copy and layout instructions must be provided in .txt or .doc formats. Only digital photos and graphics are accepted and must be 300 dpi with printed dimensions no smaller than the size they are intended to be reproduced. Font choices are at the discretion of **Quarter Horse News**, unless provided by the advertiser.

For All Ad Submissions

Laser prints are recommended to confirm the appearance of digital materials and are for position only. Color-match prints are recommended for all color-sensitive materials. Materials may be supplied via email, FTP, CD or DVD. For email or FTP, please compress files using self-extracting

Contact your Sales or Customer Service Representatives

Breeder Accounts:

Karen Barnhart | 620-951-4026
karen.barnhart@cowboypublishing.com

Commercial Accounts:

Jenn Sanders | 940-627-3399
jennifer.sanders@cowboypublishing.com

Sales Customer Service Manager:

Diana Buettner | 817-569-7114
diana.buettner@cowboypublishing.com

Sales Customer Service Representative:

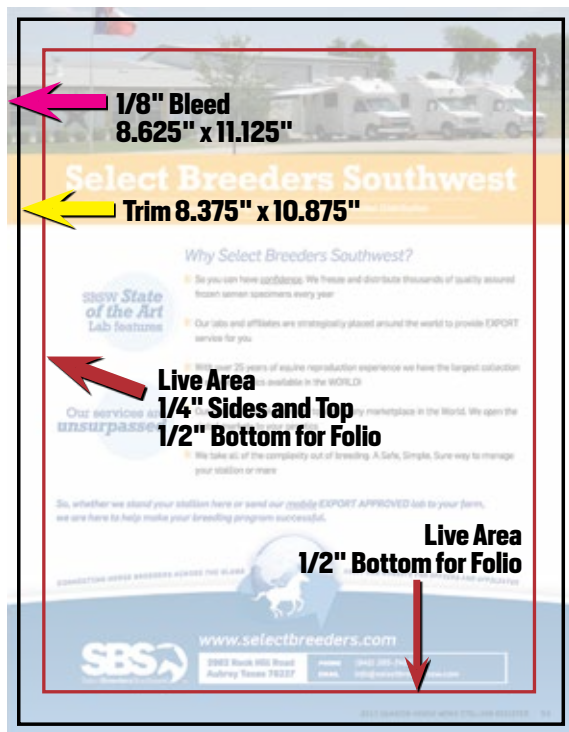
Lindsey Missel | 817-569-7106
lindsey.missel@cowboypublishing.com

compression program. Contact your sales representative for a detailed production specification sheet. Files under 10 MB may be emailed to your sales representative. FTP file transfers are available for larger files. Please contact your sales rep for FTP user ID and password.

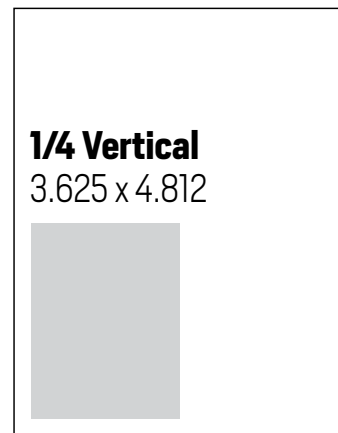
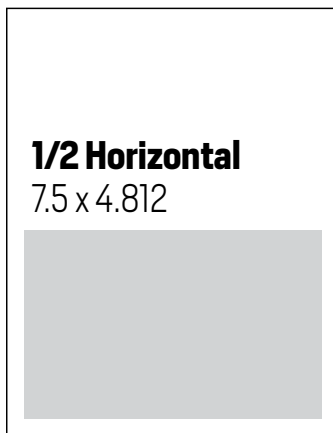
Ad Proofs

Ad submissions that require a confirming proof must meet all issue date closing deadlines and be received in the Fort Worth sales office prior to the materials deadline. All proofs will be sent via email in a low-resolution PDF to confirm copy and graphics are correct. Proofs are not furnished for camera-ready submissions or pick up.

Ad Dimensions



Folio Placement: Allow 1/2" above bottom trim line. Refer to diagram above.



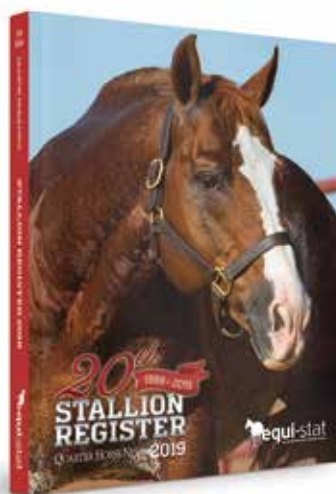
Ad Rates

Options	Cost
Full Page 4-Color	\$1,720
1/2 Page 4-Color Horizontal	\$1,000
1/4 Page 4-Color	\$600

Stallion Register is distributed to **Quarter Horse News** subscribers. Don't miss the opportunity to advertise in this annual industry resource.

Get your breeding products seen:

- Feeds
- Insurance
- Supplements
- Pharmaceuticals



Stallion Register ships with the *November 15th* issue of **Quarter Horse News**.



For more than 20 years, the **QHN** Stallion Register has been the trusted source for stallion information in the Western performance horse world. It is a go-to reference for industry participants worldwide.

Online Stallion Directory

72% of **QHN** Readers are Involved in Making Breeding Decisions

72% of Readers Find the **Stallion Register** to be an Informative Tool when Making Breeding Decisions

Some of the benefits of advertising in SR:

- Searchable online stallion directory at **QuarterHorseNews.com**
- **FREE** bonus distribution at the NCHA and NRHA futurities
- **QHN** Stallion Register Facebook page, featuring informative breeding information and statistics from **Equi-Stat**

STALLION REGISTER
equi-stat
performance center


Facebook

www.stallionregisterdirectory.com

Contact your sales or customer service representative for more information.



QUARTER HORSE NEWS

Member of the  Morris Media Network

P.O. Box 471488 • Fort Worth, Texas 76147
(817) 737-6397 • quarterhorsenews.com