

2024 MEDIA KIT



Quarter Horse News

MISSION & DISTRIBUTION

Advertise with the most trusted media source in the performance horse industry.

Quarter Horse News is an award-winning media brand that provides the most comprehensive and timely coverage of the Western performance horse industry. Focused on cutting, reining and reined cow horse, **QHN** has been a trusted source of news and information with real meaning to its readers for more than 40 years. The **QHN** brand, which transitioned its semimonthly newsgathering print operations to a timelier digital format at **QuarterHorseNews.com** in 2020, continues to publish two print editions each year — the **QHN Stallion Register** and the **QHN Spring Edition**. Both special editions feature industry-leading, in-depth features and statistical analysis, powered by **EquiStat**.

Loyal and Longtime Audience

For more than four decades, **Quarter Horse News** has positioned itself as the complete source of information for the Western performance horse industry. Fans have come to rely on **QHN** for timely news, event coverage and statistics that cannot be found anywhere else.



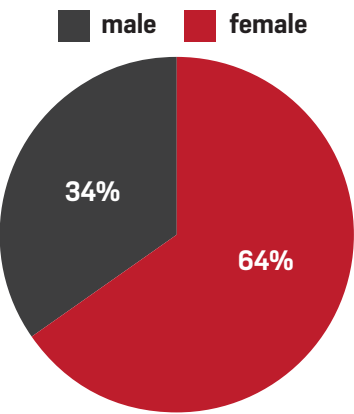
93%
of the QHN audience
own horses



40%
own 4-10 horses, while
36% own 1-3 horses.

QHN AUDIENCE

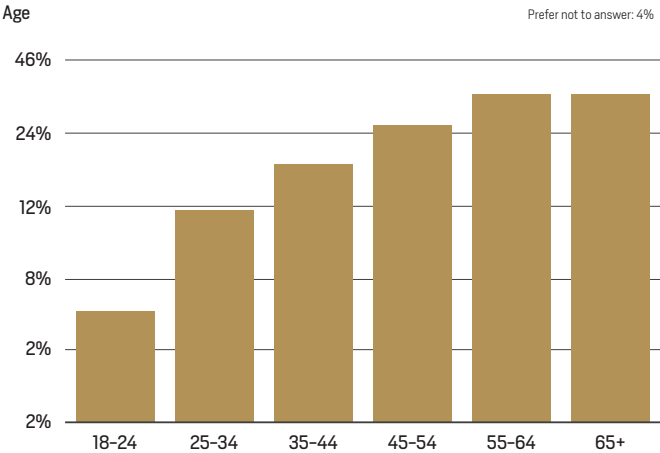
Print Audience:



Household Income

50%
above \$75k

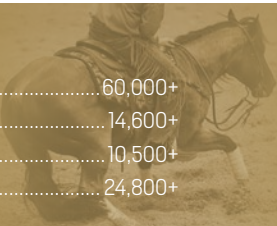
21%
over \$150k



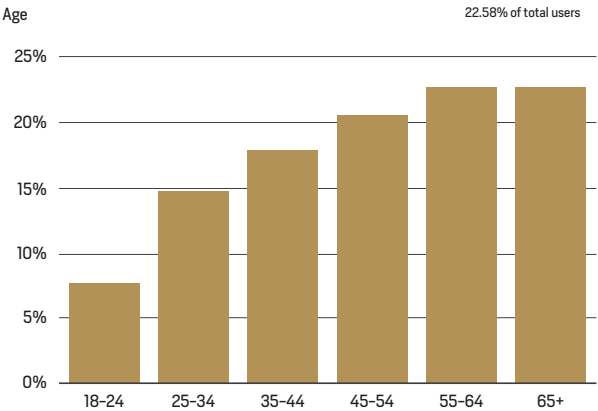
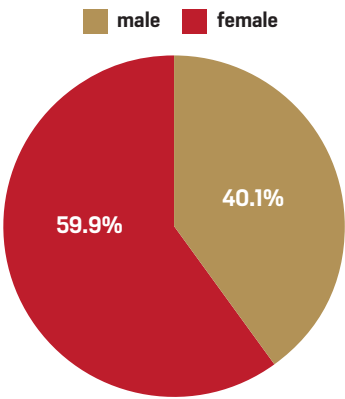
DIGITAL AUDIENCE:

Average Monthly Pageviews:..... 143,700+
Average Monthly Sessions:107,300+
Facebook Followers:584,100+
Facebook Likes:565,200+

Instagram Followers:..... 60,000+
Email List:14,600+
Flash Newsletter:10,500+
YouTube:24,800+



Website Audience: quarterhorsenews.com – Monthly Unique Visitors: 82,500+



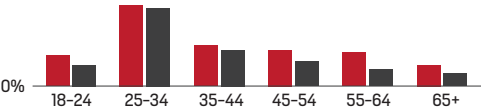
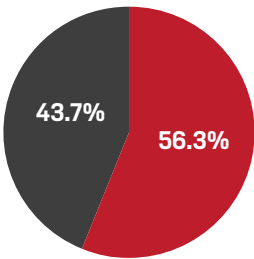
Facebook Fans:

Followers: 584,100+
Likes: 565,200+
Average Monthly Reach.....1.5 million

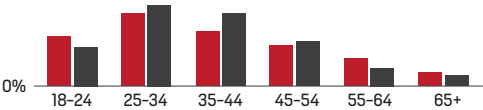
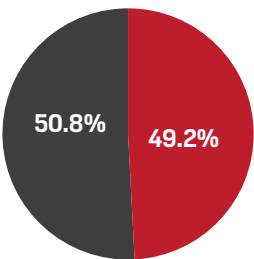
Instagram Followers:

Followers:..... 60,000+
Average Monthly Reach.....336k

Facebook followers



Instagram followers



QUARTER HORSE NEWS SPRING EDITION



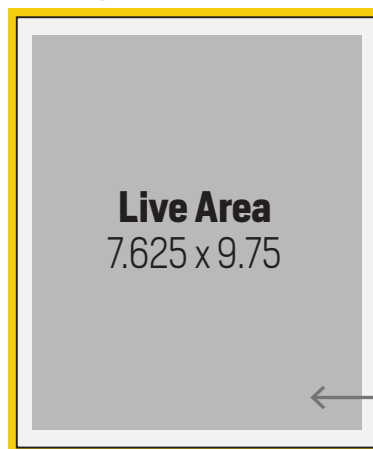
The QHN Spring Edition includes industry insights and useful statistics, as well as other QHN content you love.

- Extensive statistics, powered by **EquiStat**
- Health Matters and other columns from industry voices
- Features on industry leaders and current topics
- Tips for training and horse management
- 4,900 copies
- Mailed to WH + QHN Insider Bundle Subscribers and sold online

PRICING:

Full Page	\$850
2-Page Spread	\$1,650
Cover 4 BC	\$1,500
Cover 2 IFC	\$1,350
Page 1	\$1,350
Cover 3 IBC	\$1,275

Full Page \$850



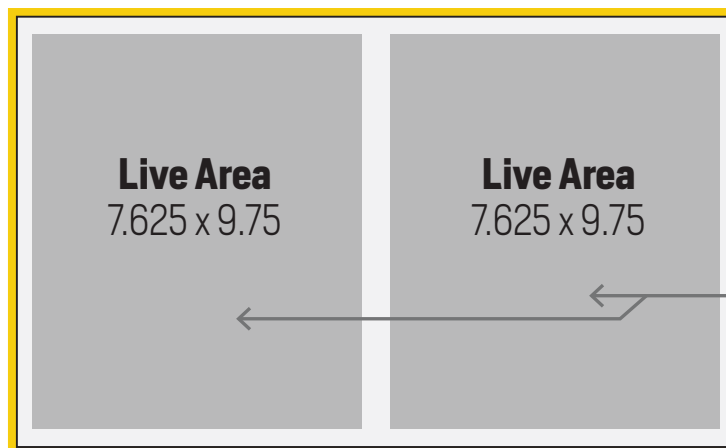
Full Page

Trim Size: 8.875 x 10.625

Bleed Size: 9.125 x 10.875 (1/8 in.)

Live Area: 7.625 x 9.75

2-Page Spread \$1,650



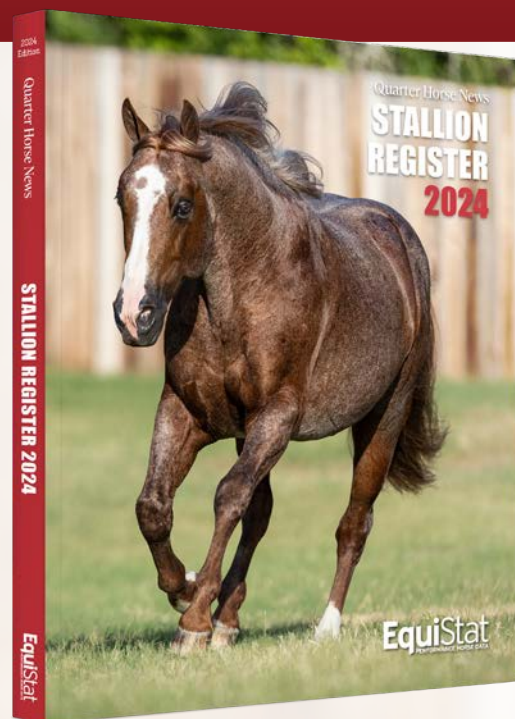
2-Page Page Spread

Trim Size: 17.75 x 10.625

Bleed Size: 18.25 x 10.875 (1/8 in.)

Live Area: 7.625 x 9.75 per panel

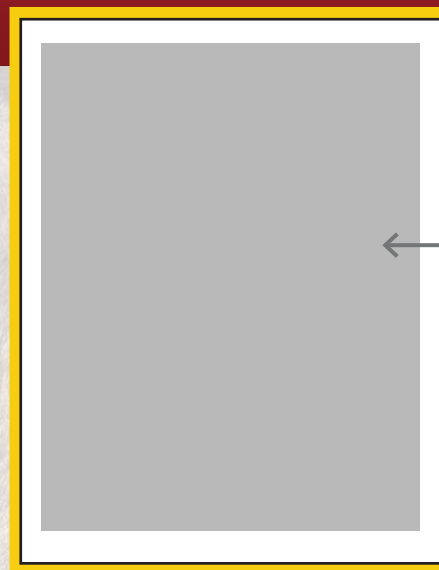
2025 STALLION REGISTER



Highlights of the 2025 Stallion Register:

- Extensive industry sire statistics, powered by **EquiStat**
- Columns from industry voices
- Features about the season's freshman sires and other breeding topics
- Ability to update photos, videos and standing information online at any time
- Earnings information online updated daily

**Voted our Audience's
Favorite QHN Product!**



Full Page Ad

Trim Size: 8.375 x 10.875

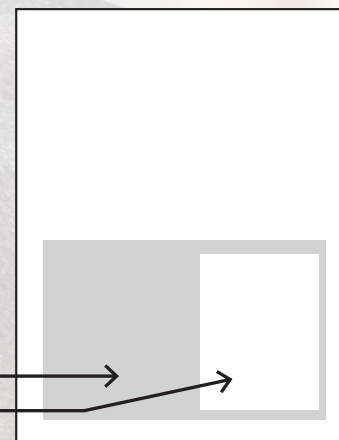
Bleed Size: 8.625 x 11.125 (1/8 in)

Live Area: 1/4 in sides & Top, 1/2 in bottom

Half Page & Quarter Page Ad Sizes

1/2 Horizontal: 7.5 x 4.812

1/4 Vertical: 3.625 x 4.812



Statistical Pages

QUARTER HORSE NEWS | 2024 MEDIA KIT

INSIDER STATS

Align your brand with trusted **QHN** and EquiStat content as the presenting partner of the monthly **QHN** Insider Stats.

This partnership includes a sponsor ad on each Stat Review PDF, a banner ad at the top of each monthly email, road-block leaderboard, box and mobile ads around stats articles and partner tagged in Facebook posts driving to online stats.

Package Value: \$3,500+

Package Price: \$2,550 per month



2024 Calendar

January – **Lifetime Reined Cow Horse**

February – **Lifetime Reining**

March – **Lifetime Cutting**

April – **Five-Year Stallion**

May – **Junior Sires & 2023 Freshman Sires**

June – **Broodmare**

July – **Magic Cross**

August – **10-Year Owners**

September – **10-Year Breeders**

October – **The Non-Pros - all disciplines**
The Amateurs - Cutting

November – **Professional Riders**

December – **All Industry**

DISPLAY AD OFFERINGS

A. Anchor** \$2,500

High-impact desktop and mobile ad, one spot available per month, 100% SOV per month

B. Pop-Up* \$1,750/month

One advertiser/month with 100% SOV. This ad is sure to stop website viewers in their tracks.

C. Billboard**

High-impact display ads with excellent CTR

C1. Large Billboard \$800/month

C2. Billboard \$600/month

D. Leaderboard**

E. Box* F. Mobile* Packaged \$450/month

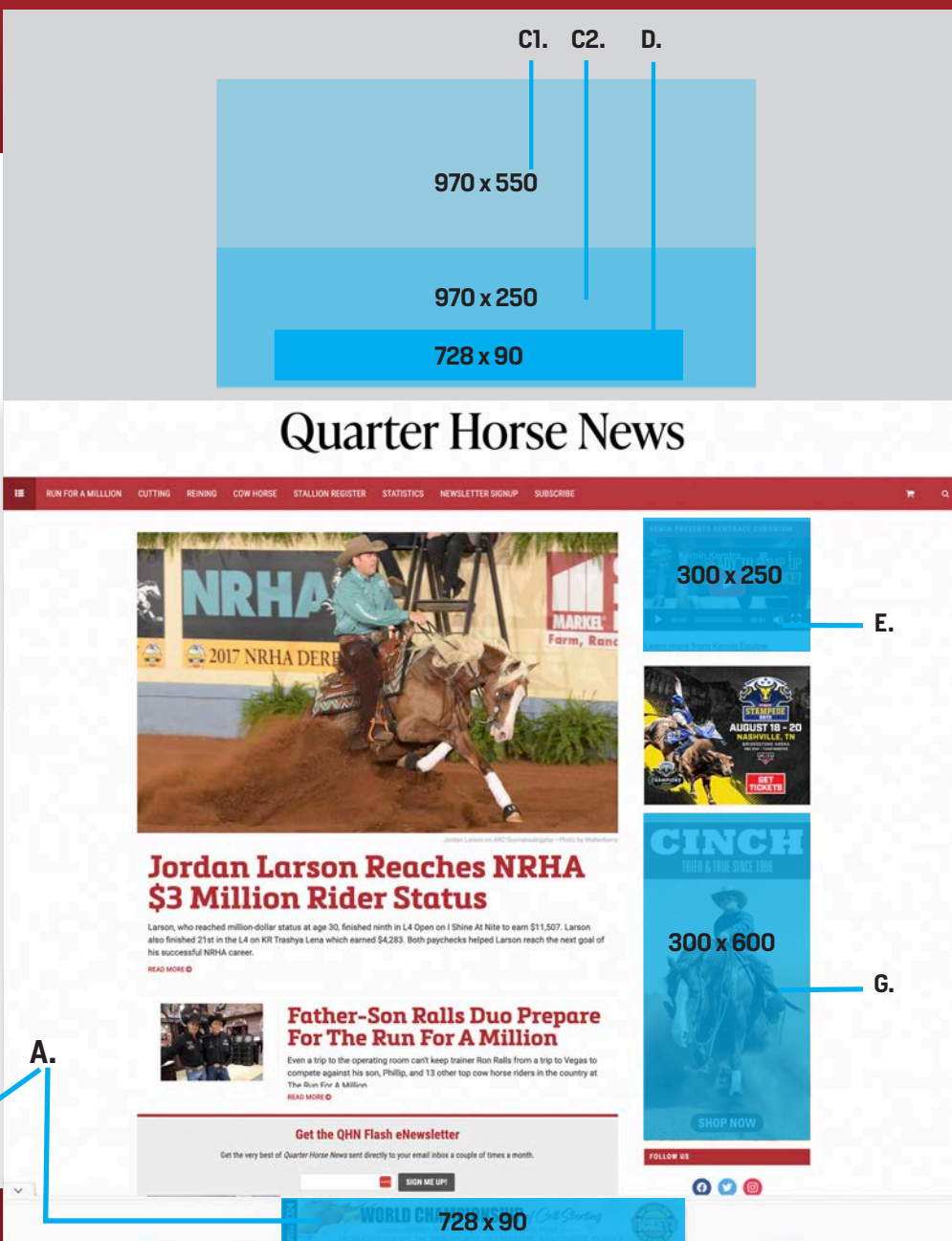
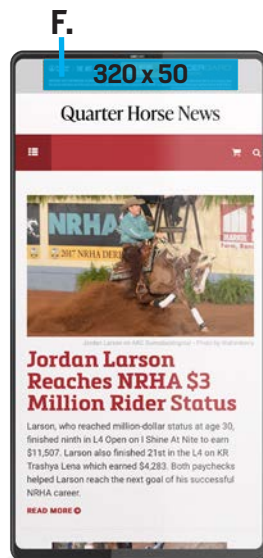
Display ads rotate through multiple positions.

G. Filmstrip* \$500/month

High-impact mobile ad, two spots available per month.

* Advertisers need to provide URLs for all ads.

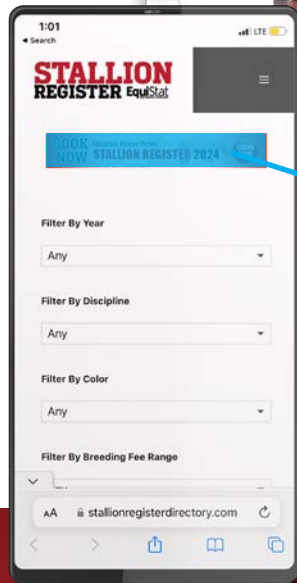
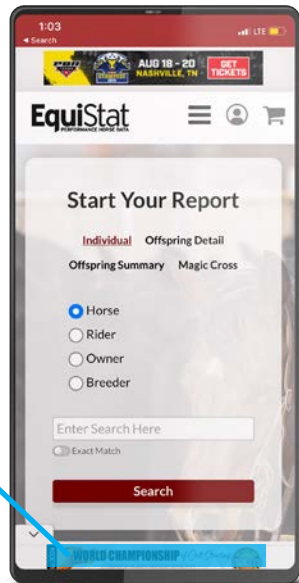
** Billboard, anchor and leaderboard ads include a mobile ad.



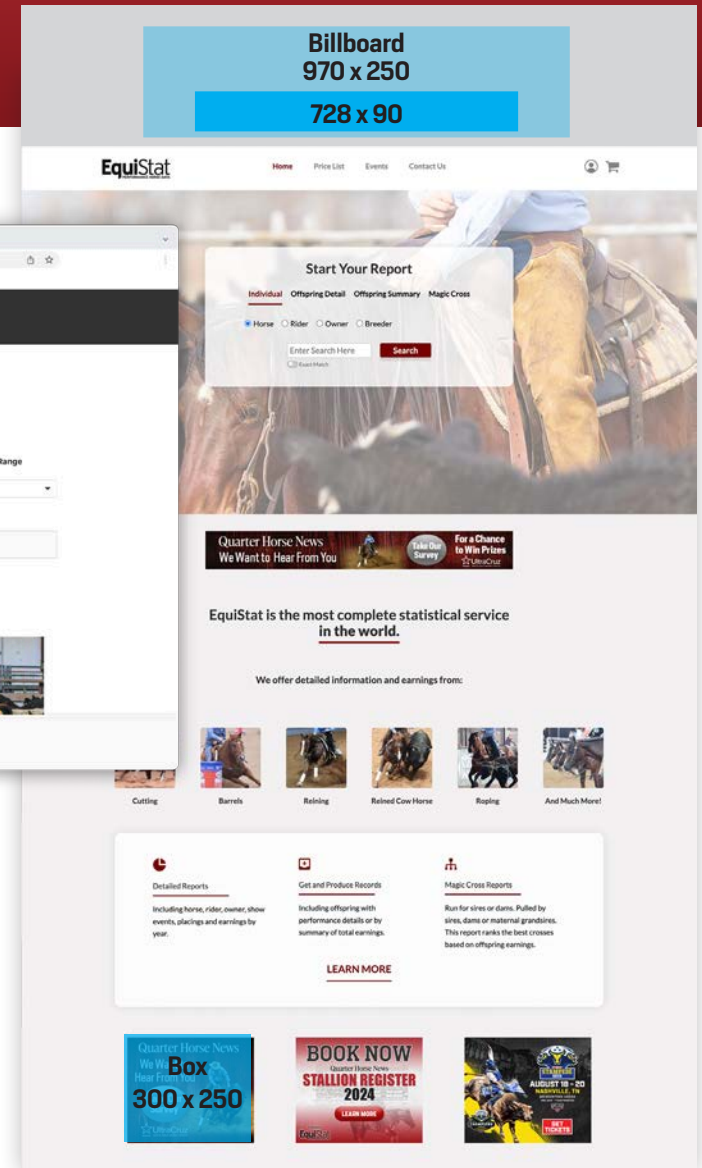
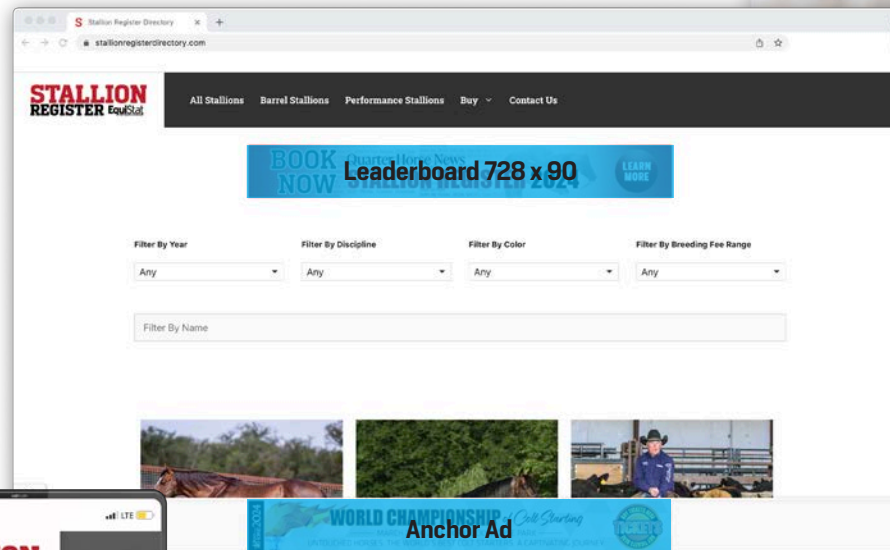
EQUISTAT & STALLION REGISTER DISPLAY OFFERINGS

- A. Anchor Ad** **\$1,000**
High-impact mobile and desktop ad, one advertiser per month, 100% SOV per month
- B. Billboard with mobile** **\$450**
- C. Leaderboard, box and mobile package** **\$350**

Mobile Anchor



Mobile Leaderboard



NATIVE CONTENT

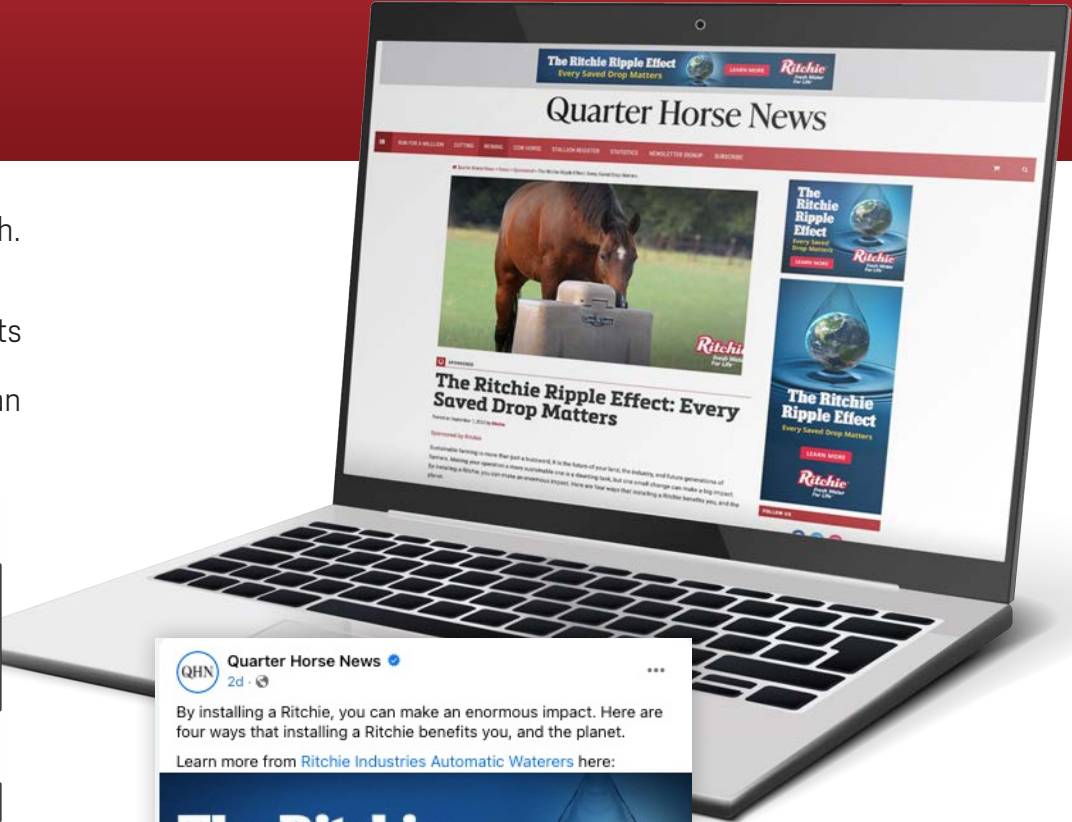
Advertiser-generated article on the **QHN** homepage for the month. The story also remains on the website for at least 12 months.

This is an invaluable opportunity for an advertiser to present products in a unique, storytelling way, and align your brand with **QHN**. This package includes social pushes, roadblock ads around content and an email blast.

Package Value: \$3,610
Package Price: \$3,000



Eblast



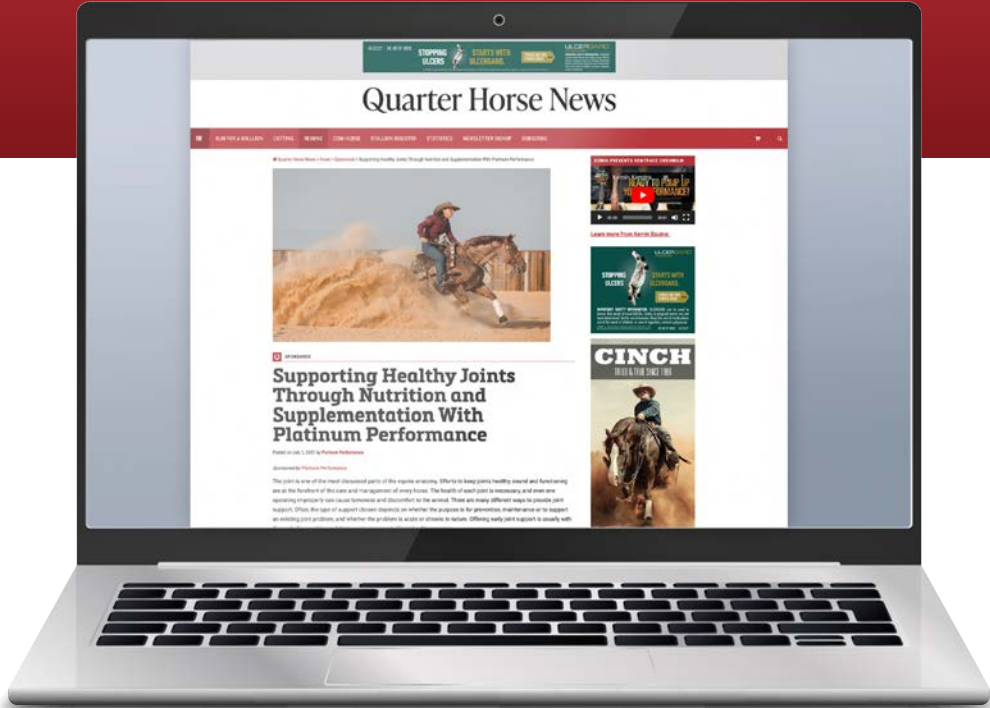
Facebook Post


PRODUCT SPOTLIGHT

An exclusive opportunity for you to showcase a product or show off your equine gear. This advertiser-generated write-up will be featured on the **QHN** website with promotion on Facebook and in the FLASH newsletter.

Package Value: \$2,250

Package Price: \$1,500






Supporting Healthy Joints Through Nutrition and Supplementation With Platinum Performance
[Sponsored by Platinum Performance](#)

The joint is one of the most discussed parts of the equine anatomy. Efforts to keep joints healthy, sound and functioning are at the forefront of the care and management of every horse. The health of each joint is necessary, and even one operating improperly can cause lameness and discomfort to the animal.

[Read More](#)

Newsletter Sponsored Article Ad Spot

Facebook post




Quarter Horse News

Published by Jenna Evans · July 6 ·

The joint is one of the most discussed parts of the equine anatomy. Efforts to keep joints healthy, sound and functioning are at the forefront of the care and management of every horse.

[Learn more here from Platinum Performance](#)



QUARTERHORSENEWS.COM

Supporting Healthy Joints Through Nutrition and Supplementation With Platinum Performance - Quarter Horse...

[Learn more](#)

CONTENT SPONSORSHIPS

Align your brand with **QHN** content by sponsoring **QHN** articles. This is a great way to pair your brand with high-quality content that performs well with our audience.

Price Depends on Frequency & Duration

Sample Package 1:

- Roadblock leaderboard and box ads around the content for 30 days
- Sponsor tagged in two Facebook posts driving to the article on our webpage

Package Value: 1,350

Package Price: \$950

Sample Package 2:

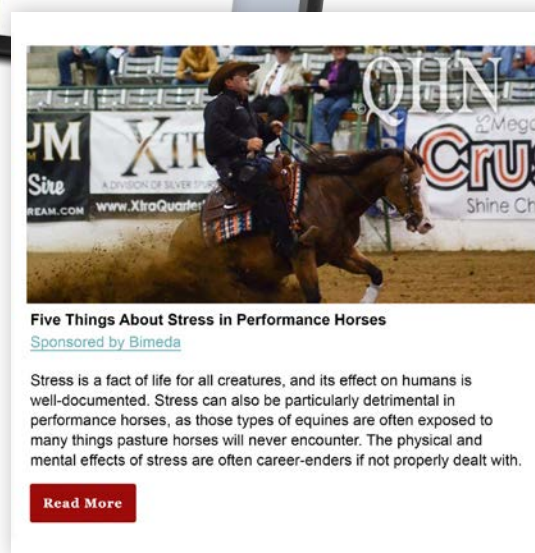
- Roadblock leaderboard and box ads around the content for 30 days
- Sponsor tagged in two Facebook posts driving to the article on our webpage
- Article featured in QHN FLASH Newsletter
- Sponsor logo featured on article page

Package Value: 1,950

Package Price: \$1,750



Facebook Post



Sponsored Article Ad Spot

SOCIAL MEDIA OPPORTUNITIES

Stand-Alone Facebook Post \$500

Spread your message and build brand awareness with our highly engaged Facebook audience.

Instagram Post \$200

Promote your products or tell your brand's story through compelling visuals aimed at our growing Instagram audience.

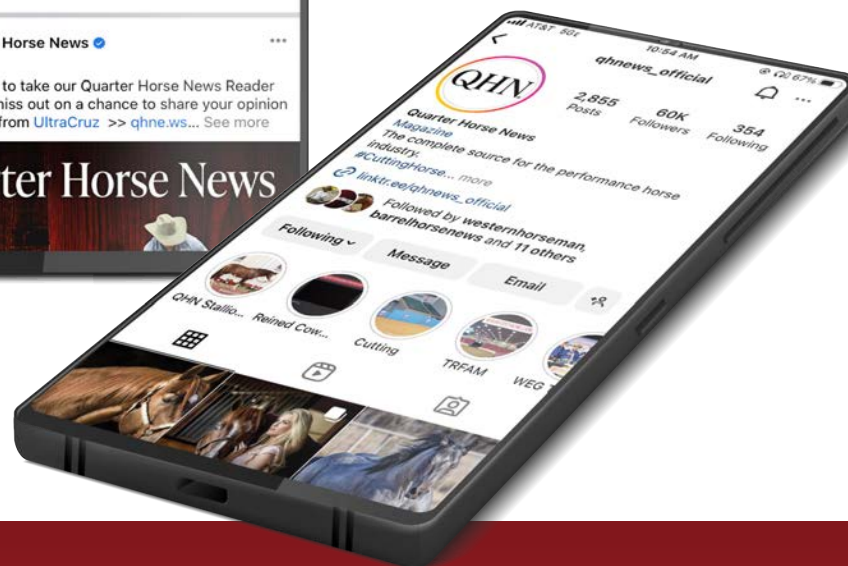
Social Media Event Sponsorships

Extend your reach and tap into our highly engaged fan base with this exclusive partnership opportunity. Align your brand with **QHN** as we bring highlights, behind-the-scenes exclusives, interviews and more to passionate viewers across our social media platforms from some of the most elite events in the Western performance horse industry.

Price varies by event.



*Facebook & Instagram sponsorships do not exclude **QHN** from acting as a social media site or sharing interesting news and information in addition to sponsorship postings.*



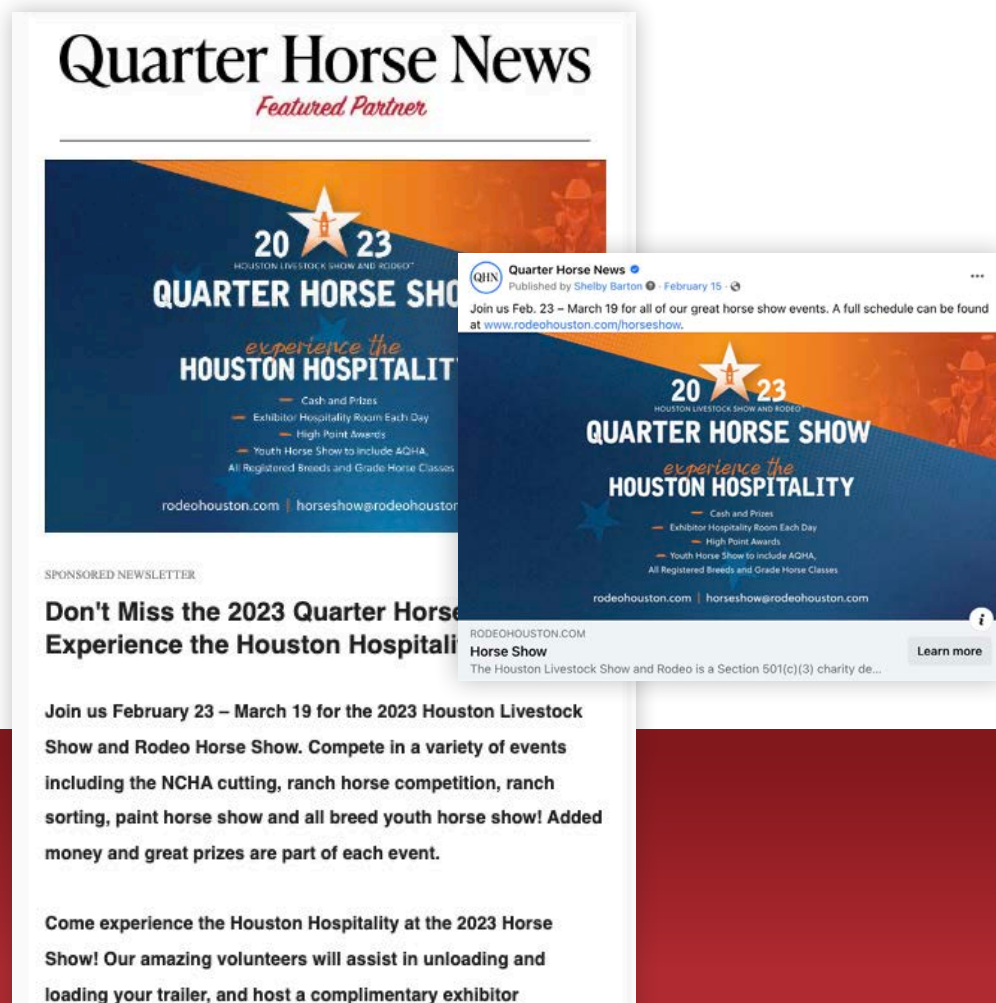
EMAIL MARKETING OPPORTUNITIES

Sponsored Facebook Post & Newsletter Package

Package Value: \$2,260

Package Price: \$1,500

Editorial-style content sent to our full email list, written to help readers solve a problem or offer helpful tips — plus, two Facebook posts of the advertiser's choice.



The image displays a newsletter and a Facebook post for the 2023 Quarter Horse Show. The newsletter, titled "Quarter Horse News" with "Featured Partner" in red, promotes the "2023 QUARTER HORSE SHOW" and "experience the HOUSTON HOSPITALITY". It lists benefits like "Cash and Prizes", "Exhibitor Hospitality Room Each Day", "High Point Awards", and "Youth Horse Show to include AQHA, All Registered Breeds and Grade Horse Classes". The Facebook post, from "Quarter Horse News" (published by Shelby Barton on February 15), repeats this information and includes a "Learn more" link. Below the post, text reads: "Join us February 23 – March 19 for the 2023 Houston Livestock Show and Rodeo Horse Show. Compete in a variety of events including the NCHA cutting, ranch horse competition, ranch sorting, paint horse show and all breed youth horse show! Added money and great prizes are part of each event." and "Come experience the Houston Hospitality at the 2023 Horse Show! Our amazing volunteers will assist in unloading and loading your trailer, and host a complimentary exhibitor".

Quarter Horse News
Featured Partner

2023 QUARTER HORSE SHOW
experience the HOUSTON HOSPITALITY

- Cash and Prizes
- Exhibitor Hospitality Room Each Day
- High Point Awards
- Youth Horse Show to include AQHA, All Registered Breeds and Grade Horse Classes

rodeohouston.com | horseshow@rodeohouston.com

Quarter Horse News
Published by Shelby Barton • February 15

Join us Feb. 23 – March 19 for all of our great horse show events. A full schedule can be found at www.rodeohouston.com/horseshow.

2023 QUARTER HORSE SHOW
experience the HOUSTON HOSPITALITY

- Cash and Prizes
- Exhibitor Hospitality Room Each Day
- High Point Awards
- Youth Horse Show to include AQHA, All Registered Breeds and Grade Horse Classes

rodeohouston.com | horseshow@rodeohouston.com

Don't Miss the 2023 Quarter Horse Show
Experience the Houston Hospitality

RODEOHOUSTON.COM
Horse Show
The Houston Livestock Show and Rodeo is a Section 501(c)(3) charity de...

Learn more

Join us February 23 – March 19 for the 2023 Houston Livestock Show and Rodeo Horse Show. Compete in a variety of events including the NCHA cutting, ranch horse competition, ranch sorting, paint horse show and all breed youth horse show! Added money and great prizes are part of each event.

Come experience the Houston Hospitality at the 2023 Horse Show! Our amazing volunteers will assist in unloading and loading your trailer, and host a complimentary exhibitor

Stand-Alone Eblast \$1,260

Your custom image sent to our full email list driving customers to your website.



The eblast features two cowboys on horseback at the top, with the text "PRESENTED BY TETON RIDGE". Below them is the title "THE AMERICAN PERFORMANCE HORSEMAN" with a star logo. The main text reads "WORLD'S BEST HORSEMEN COMPETE FOR \$1 MILLION" and "MARCH 10, GLOBE LIFE FIELD ARLINGTON TX". It also mentions a "LIVE CONCERT BY DARIUS RUCKER SHERYL CROW" and a "FRIENDS & FAMILY BUY NOW AND SAVE 25%*" offer. A "BUY TICKETS NOW" button and the website "AMERICANRODEO.COM" are included. The bottom section shows a man and a woman smiling. At the very bottom, there is a disclaimer: "*Offer valid on select performances and seats while supplies last. Offer has no cash value and may not be combined with any other offer or promotion." and logos for AQHA, NCHA, and other sponsors.

PRESENTED BY
TETON RIDGE

THE AMERICAN PERFORMANCE HORSEMAN

**WORLD'S BEST HORSEMEN
COMPETE FOR \$1 MILLION**

**MARCH 10, GLOBE LIFE FIELD
ARLINGTON TX**

LIVE CONCERT BY
**DARIUS RUCKER
SHERYL CROW**

FRIENDS & FAMILY BUY NOW AND SAVE 25%*

BUY TICKETS NOW

AMERICANRODEO.COM

*Offer valid on select performances and seats while supplies last. Offer has no cash value and may not be combined with any other offer or promotion.

AMERICANRODEO.COM

FLASH NEWSLETTER OPPORTUNITIES

QHN FLASH Newsletter Banner Ad

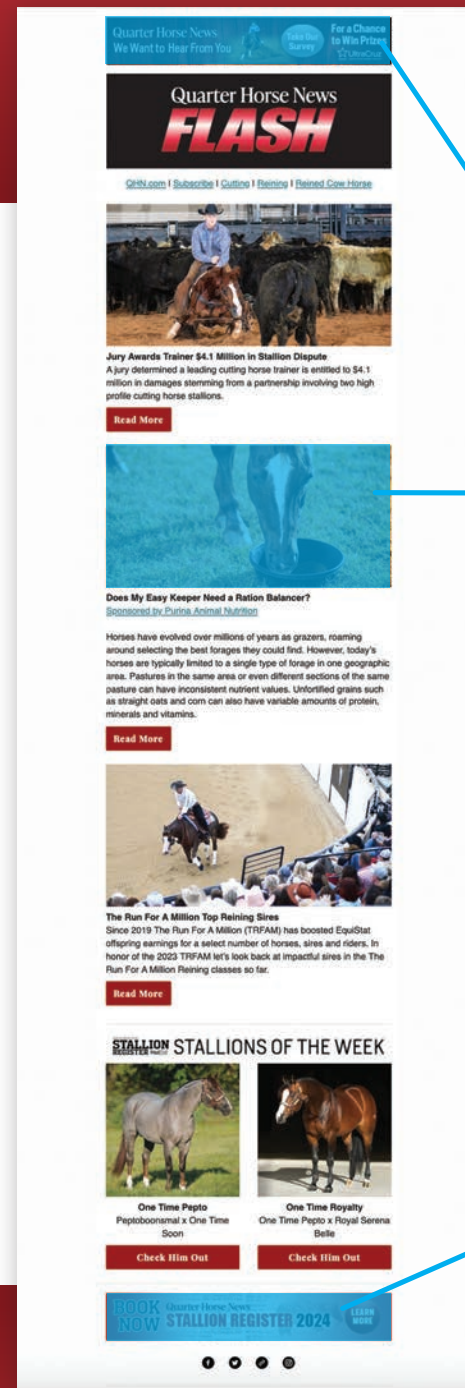
\$150/week

Newsletter sent weekly to a double opt-in newsletter list (different than our full email list). Two banner ad spots maximum per newsletter.

QHN FLASH Newsletter Sponsored Article

\$250/week

Drive people directly to your website from a sponsored article spot in our weekly FLASH newsletter. One article ad spot maximum per newsletter send.



PROGRAMMATIC SOLUTIONS

COMPETITIVE BLEND DISPLAY

Deliver a targeted message

An effective way to promote brand awareness, these banner ads appear on websites across mobile, desktop and laptop devices. We are able to target interests, behaviors and specific consumer demographics and geographics as an effective way to deliver your message to a precise audience.

\$8 CPM

DEVICE ID

Target customers on their specific devices

Geo-Fence — Using display ads, target devices that have been within a geo-frame during a previously specified time frame. This allows your brand to target event attendees of major cutting, reining and cow horse events to ensure you're hitting your target audience.

Prices starting at \$15 CPM

DEVICE ID ADDRESS MATCH

Target QHN readers on their devices

Campaign targeting specific devices that are known to dwell in the residential addresses of our Quarter Horse News subscriber list. household extension can reach every device in the house.

\$17 CPM; Serve up to 115,000 impressions per month

SITE RETARGETING

Target your site visitors or ours

Reach consumers long after they have visited your website or target visitors of quarterhorsesnews.com with this programmatic display campaign.

\$14 CPM

All options require a three-month minimum commitment, with a minimum of 40,000 impressions served per month.

DIGITAL AD SPECIFICATIONS

GENERAL GUIDELINES

- All materials submitted are subject to editing.
- Units must launch a new browser window when clicked.
- All rich media ads must have an alternate GIF/JPG version of creative.
- Google Ad Manager is used to serve all **QHN** site ad units.
- No PSA ads are allowed.
- MailChimp is used to serve all newsletter placements.
- Best practice: provide a standard image file as backup for times when the user's browser does not support creative functionality. (e.g., HTML5)
- All Third Party tags should be submitted containing all necessary pre-inserted macros.

GLOSSARY

ROS — run of site

SOV — share of voice

px — pixels

PSA — public service announcement

Standard display ads — static, no animation

Rich media — dynamic ads, animated

STANDARD BANNERS

PRODUCT DIMENSIONS

- Billboard: 970 x 250; 970 x 550
- Leaderboard: 728 x 90
- Filmstrip: 300 x 600
- Box: 300 x 250
- Tablet Leaderboard: 728 x 90
- Mobile Leaderboard: 320 x 50
- Pop-Up: 1100 x 640 and 300 x 250
- Anchor Ad: 728x90
- Mobile Anchor Ad: 320x50; 320x100

SPECIFICATIONS

- Dimensions in pixels
- Formats: JPG, PNG or GIF (no PDFs)
- Resolution 72 ppi
- 150 kb max for static ads
- 1000 kb max file size for GIF (animated ads)
- Standard banners should be built with responsive capabilities.

MOBILE SPECIFICATIONS

Your ad is shared across all platforms in our responsive site. Rich media units need to support HTML5 or a backup GIF.

- Formats: JPG, PNG or GIF (no PDFs)
- 150 kb max for static ads
- 1000 kb max file size for GIF (animated ads)

RICH MEDIA

PRODUCT DIMENSIONS

- Leaderboard: 728 x 90
- Filmstrip : 300 x 600
- Medium Rectangle: 300 x 250
- Tablet Leaderboard: 728 x 90
- Mobile Leaderboard: 320 x 50 (no flash)

SPECIFICATIONS

- Specifications: We can only accept rich media ads by Third Party tags (HTML5)
- Third party ads rich media vendors accepted. All acceptable vendors for third party rich media tags are listed here: <https://support.google.com/admanager/answer/1773>

DIGITAL SPECIFICATIONS

Native Content:

- 500-700 words of advertiser content
- One Feature Image 800 x 540 px
- Two to three engaging photos (min. 1000 px wide)
- Road block display ads (728 x 90 px; 300 x 250 px; 300 x 600 px; 320 x 50 px)
- One stand-alone Eblast (600 x 1,000 px, under 100 kb, URL)
- Two Facebook posts promoting content with boosting
- Two Facebook posts of advertiser's choice (images 1200 x 630 px or 1200 x 1200 px; copy & URL needed)

Product Spotlight:

- 500-700 words of advertiser content
- One Feature Image 800 x 540 px
- Two to three engaging photos
- Inclusion in the **QHN** Flash weekly newsletter (one per month)
- Two Facebook posts promoting content with boosting

Content Sponsorship:

- Roadblock leaderboard (728 x 90 px, 320 x 50 px) and box (300 x 250 px) ads around QHN article for 30 days
- Two Facebook posts promoting article per month

Stand-Alone Facebook Post:

- Link share (URL is embedded into the image) - 1200 x 630 or strong image (not link share) 1200 x 1200; 1920 x 1080 video can be used, as well. Recommend good lifestyle/horse photos or enticing video.
- Both options need a few lines of enticing copy and URL.
- Sponsor's Facebook page will be tagged in the post.
- \$15 boost with all posts. Additional boost and targeting available for an extra charge.

Instagram Post:

- 1200 x 1200 px or 1080 x 1350 px photo or 1080 x 1920 px video
- A few lines of copy
- Any brand hashtags

Sponsored Facebook Post & Newsletter Package:

- Quality lifestyle/horse image, min. 640 x 425 px
- 200-250 word advertorial
- Headline
- Subject Line
- URL
- Two Facebook posts (link share image 1200 x 630 px or image only 1200 px wide; copy & URL needed)

Stand-Alone Eblast:

- 600 x 1000 px, under 100 kb
- Subject Line
- URL

Flash Banner Ad:

- 600 x 100 px banner ad
- URL

Flash Sponsored Article:

- 600 x 300 px photo
- URL
- Headline (between 30-40 characters)
- Short description (between 250-400 characters)

Contact your Sales or Customer Service Representatives

Sales & Breeders:

Savanah Allen | 817-569-7106
savanah.allen@morris.com

Commercial Accounts:

Bobbie Cook | 209-304-1974
bobbie.cook@morris.com

Rayanne Engel Currin | 209-759-3395

rayanne.engel@morris.com

Andrea Brunner | 214-564-4222

andrea.brunner@morris.com

Sales & Customer Service Manager:

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