

MEDIA KIT 2014



Horsemanship • Culture • Style

WESTERN HORSE

20TH ANNIVERSARY
1993 2013

REVIEW

www.westernhorsereview.com

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

1 Print Advertising
in the magazine
55,000+ readers

2 Video and Online Promotion at
westernhorsereview.com
30,000+ impressions
per month

3 Digital Promotion
via e-newsletter or blasts
13,000+ e-subscribers

4 Facebook Alerts
18,500+ fans

5 Twitter Tweets
2,500+ followers

6 Pinterest
1,000+ followers

ABOUT US

Western Horse Review is the voice of the western riding culture in Canada. The magazine is published bi-monthly, plus releases a special Championship Edition each year end. With a national audience of over 55,000 passionate and engaged readers, the magazine's core content is about a life that is engaged with western culture. Central to it – the horse. The magazine enhances our readers chosen lifestyle with excellent reporting and award-winning editorial, punctuated by outstanding photography.

Extending our brand into online, e-newsletters and social media has been a natural progression, embraced by steadfast readers and new viewers alike. Through its online, Facebook, Twitter and Pinterest presence, it outperforms all other equine and western lifestyle publications in Canada.

Every issue of *Western Horse Review* engages more than 55,000 of your prime customers, for it is at the heart of the western riding community in Canada – the chronicler of life in the West.

Now in it's 21st year, *Western Horse Review* 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 western lifestyle.



Rodeo

Jack Nelson from Mountain View, Alberta is the saddle horse riding at the Pioneer Creek Ranch Rodeo.

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Nothing says summer like playing witness to the thrum of buck and rollers heading down an horseshoe and back again. The scene, whether dusty "hoofbeats" or just looking for a reason to hit the road, use our guide to favorite western stops to help you plan your trip. We've narrowed down some classic spots to eat, drink, shop and just mind us, take on the West captures or just plain have an adventure. So, grab your gear, get out your camera, and if you can't find time to work or simply head out just for the pleasure of it. As you pursue our choices, you'll find an unexpected West awaits you.

By Deanna Bouchard, Danyla Supergut and Anna Webster



★ EMBRACE YOUR WEST ★

We made the call and you answered. *Western Horse Review* Embrace Your West Photo Contest. Hungry to cover the western, we posted over every submission in hopes of bringing our readers something stunning and fresh. And we think we did just that.

your kickin' off our imagined running of the

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Ranch Wisdom

It is a difficult world to raise kids in these days. Media, global influence and modern culture all combine to create obstacles in raising children that generations before us didn't face. Those of us who raise our little ones on the back of a horse or at the side of good dogs know the invaluable lessons that these companions can provide. But maybe we have never thought to put it into words. Here are the ponderings of Rachel Lamon of roughridersandworkhorses.com. They struck a nerve with us, maybe they will with you as well.

Photos by DIANNA SAFERGA

OUR FLAGSHIP DEPARTMENTS



OUTWEST

~ music ~ Putting the Western Back into Country

Corb Lund is the purveyor of one of the most recognizable sounds in music. His lyrics run deep in the hearts of his fans and his sound is a genius mix of bluegrass, country, western and blues with the magic mix of hillbilly rock & roll. A modern day vagabond, Lund is hammering the music scene with his understated brilliance.

By DAINYA SAPERGIA

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GEAR&STYLE



LEATHER ROCKER:
Hand-carved western luxury is at the heart of the solid oak, heirloom turquoise leather rocker with an ebony amber finish. Cushions have a cross-embossed turquoise and Merlot coffee leather application with nail head trim for the ultimate cowboy comfort and design. (\$1,199, www.lonestarwesterndecor.com)

~ living west ~ Turquoise Temptations

Over the years, turquoise has become synonymous with western culture and the livelihood that accompanies it. It is the stone of the horseman – a rustic piece of beauty that mirrors the western world.

By DEANNA BECKLEY

January/February 2013 WESTERN HORSE REVIEW.COM 31



ROUNDPEN

~ 10 things ~ Reining 101

Reining is an adrenaline-charged sport for some, and a display of finesse, precision accuracy and high level equestrian training for others. No matter how you look at it, this western discipline, characterized by a wide and flat shoe called a "sliding plate", has captured the hearts of thousands. Additionally, it has gained acceptance as the first western discipline to take part in the World Equestrian Games and there is hope it will be the first discipline bearing a horn on its saddle to become an Olympic event.

By JENN WEBSTER



HORSE&HEALTH

~ supplements ~ Performance Extras

Nutraceuticals can offer horses certain benefits when their diet is properly analyzed and care is taken to ensure supplements are helping to bridge the gap.

By JENN WEBSTER

Embracing the West
Horsemanship, Culture & Style

EDITORIAL CALENDAR



January/February

Barrel Racing in Canada
Western Weddings

Closing Date: Nov. 29
Material In: Dec. 4

Special Advertising Reports

- The Arizona Connection:
A Snowbird's Guide to Riding in Arizona
- Equine Education Guide

Advertising Report Closing Date: Nov. 22

Additional Event Distribution

Horse Owners & Breeders Conference, Red Deer, AB
Saskatchewan Equine Expo, Saskatoon, SK

March

The Stallion Issue
Western Elements

Closing Date: Jan. 24
Material In: Jan. 29

Special Advertising Reports

- Spring Sale Guide
- Feed and Nutrition:
5 Horses, 5 Diets

Advertising Report Closing Date: Jan. 17

Additional Event Distribution

B.C. Equine Education Summit, Richmond, BC

April

Ranch Revival (Fashion)
Building the Best Shelter

Closing Date: Feb. 28
Material In: Mar. 5

Special Advertising Reports

- Trucks and Trailers:
20 Of The Best Options and Accessories
- INSERT: Canadian Supreme Stallion Register

Advertising Report Closing Date: Feb. 14

Additional Event Distribution

Mane Event, Red Deer, AB
Horse3, Brandon, MB



May/June

The Money Issue
Canada's Best Rodeos
Horse Communities

Closing Date: Apr. 4
Material In: Apr. 9

Special Advertising Reports

- The Country Living Real Estate Guide:
How to Live Well in the Country

Advertising Report Closing Date: Mar. 21

July/August

Summer Country List
The Best of the West

Closing Date: May 30
Material In: Jun. 4

Special Advertising Reports

- Acreage and Ranch Essentials:
Chore Optimization Tools and Tricks
- Fall Sale Guide (Part I)

Advertising Report Closing Date: May 23

September/October

Futurity Season
Western Art

Closing Date: Aug. 1
Material In: Aug. 6

Special Advertising Reports

- Guide to the Canadian Finals Rodeo
- Western Art Spotlight
- Fall Sale Guide (Part II)

Advertising Report Closing Date: Jul. 25

Additional Event Distribution

Western Lifestyle Marketplace, Canadian Supreme,
Red Deer, AB



November/December

Special Edition
Championship Issue

Closing Date: Oct. 17
Material In: Oct. 22

Special Advertising Reports

- Christmas Gift Guide
- Championship Showcase

Advertising Report Closing Date: Oct. 10

Additional Event Distribution

Canadian Finals Rodeo & Farmfair, Edmonton, AB

“We began advertising in *Western Horse Review* a year ago, and we’re not a big advertiser, but we have been treated as if we are. We feel that our success is important to them and they suggest and help us in any way they can. We’ve also found that *Western Horse Review* is a great way to reach our target market. In our opinion, we think the quality editorial keeps readers interested and therefore our ads get noticed. Thank you for a great year.”

~ Barbara Socha
Signal-Health Canada Inc.



READERSHIP

Western Horse Review readers are deeply engaged and proudly affiliated with the western lifestyle. Dovetailing the traditions of the West with the modern sophistication that is the western riding culture, our readers are interested in art, music, food, books, destinations, homes, style and all that is embraced within the western landscape. They are sophisticated horse owners who provide the highest level of care to their horses. They are keen on the newest trends in tack, gear and style. They are invested in their country homes, barns, pastures and equipment. They are passionate about their western lifestyle and the magazine that brings it all together for them.

"I just got my copy of Western Horse Review this week – I love it! I'm very pleased with how the ad came out and with our event listings. Also it was very exciting to see that Heritage Park had made the Best in the West list with our show listed there as well."

~ Crystal Hemsworth
Marketing Chair, PAALH
British Columbia



Western Horse Review readers are...

Owners with Means
HOUSEHOLD INCOME
• 44% between \$60,000 and \$120,000
• 27% over \$120,000

Fierce Competitors
• over 70% of readers ride competitively

The Consumer Demographic
AVERAGE AGE OF READER
• 7% (18-29)
• 80% (30-59)
• 13% (60 and older)

Established Landowners
• 24% live on an acreage (10 acres or less)
• 56% live on a rural property greater than 10 acres

Serious Horse Owners
AVERAGE # OF HORSES
• Eight per household

67% NEVER MISS AN ISSUE

61% SAVE THEIR ISSUES FOR FUTURE REFERENCE

27% PASS THEM ALONG FOR SOMEONE ELSE TO READ

97% OF READERS FIND ADVERTISEMENTS IN WESTERN HORSE REVIEW HELPFUL IN SECURING INFORMATION ABOUT HORSES, PRODUCTS AND SERVICES.

www.westernhorsereview.com

Western Horse Review's online and social media extensions outperforms any other equine and western publication in Canada. Harness it's power and create a consistent message to reach your audience across a multi-platform digital venue.

ONLINE ADVERTISING www.westernhorsereview.com

Leader Board

Non-Print Advertiser*: \$175/month or \$1,050/year

Print Advertiser: \$125/month or \$750/year
(rotates with other advertisers)

Large Square

Non-Print Advertiser*: \$150/month or \$900/year

Print Advertiser: \$100/month or \$600/year

Small Square

Non-Print Advertiser*: \$90/month or \$540/year

Print Advertiser: \$60/month or \$350/year

On average OVER 225,000 PAGE VIEWS per year
On average OVER 101,000 UNIQUE VISITORS per year

E-MAIL ADVERTISING

Choose a dedicated push, or a banner within our e-newsletter, and reach over 13,000 opted-in e-subscribers.

Dedicated Push

Non-Print Advertiser*: \$75/CPM

Print Advertiser: \$50/CPM

Banner within Western Horse Review E-newsletter

Non-Print Advertiser*: \$25/CPM

Print Advertiser: \$15/CPM

*signed on to a 3x or 6x print rate.



MORE ONLINE ADVERTISING OPPORTUNITIES

- Sponsor a Contest
- Feature Page Take Over
(Round Pen, Great Gear, Fashion, Western Kitchen, Travel, Horse & Health, Cowboy Culture)
- Blog Sponsorship
(Screen Doors & Saddles, Breed & Sport News, The Barrel Patch, Arizona, Living West or My Stable Life)
- Twitter Sponsorship
- Facebook Sponsorship or Facebook Contest Sponsorship
- Pinterest Sponsorship or Pinterest Contest Sponsorship
- Sponsored Editorial Within the Website
- Digital Christmas Gift Guide

Western Horse Review provides its advertisers with the largest social media audience in the country. We pride ourselves on maintaining high levels of traffic and consistent posting. Online sponsors and print advertisers benefit through our shared content and event call-outs, increasing your brand awareness and access to new fans.

www.westernhorsereview.com
20,000+
Page Views Per Month

E-Subscribers
13,000+

Facebook
13,500+
Fan Audience

Twitter
2,400+
Followers

Pinterest
1,000+
Followers

(Facebook Insights show a Weekly Post Reach of over 200,000 views, which adds up to over 10.4 million per year.)

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