TETANUS

Pregnant mares must be vaccinated at the fifth, seventh and ninth months of pregnancy. Contact with secretions, medical tools or drinking water. Immune protection is short-lived therefore,

Equine Herpesvirus

Equine herpesvirus type 4 (EHV-4) that are vaccinated against due to their role in causing significant equine herpes virus

There are two main strands of this virus; equine herpesvirus type 1 (EHV-1) and equine herpesvirus

Commonly known as “sleeping sickness,” this disease is caused by the Western Equine

Encephalomyelitis (WEE) virus or the Eastern Equine Encephalomyelitis (EEE) virus.

The Venezuelan variety (VEE) has been observed in some southern states

West Nile virus (WNV) is the leading cause of arbovirus en-

The case fatality rate for horses exhibiting clinical signs of

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

about us

Western Horse Review is the voice of the western riding culture in Canada. The magazine is published six times a year including 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 it’s online and social media 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 its 24th 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.
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 of the 21st century, our readers are interested in western homes, fashion, style, art, music, food, books, destinations and all that is embraced in the western landscape.

“Western Horse Review readers are passionate about their western lifestyle and the magazine that brings it all together for them.”

They are sophisticated horse owners who provide the highest level of care to their horses. They are keen on the newest trends in gear and style. They are invested in their country homes, barns, pastures and equipment.

Western Horse Review has the readers you want as your customers.

“I received a complimentary copy of Western Horse Review magazine at the Mane Event in Red Deer last year. I had not read the magazine for several years and I was greatly impressed with how it had changed. There were many interesting and informative articles in it, including an article regarding using a bosal that was enlighting. I enjoyed it so much that I bought 200 copies the next month and sent one to each of my dealers.”

~ Jerald Thiessen, Ceres Industries
May/June
EDITORIAL FEATURES
• Canada’s Top Ten Rodeos
• Camping With Your Horse
• Travel: Montana
• Training: Barrel Racing
• Health: Senior Horse Care, Potomac Horse Fever

Closing Date: March 31
Material In: April 5

SPECIAL ADVERTISING REPORT
• The Country Living Real Estate Guide:
  • How to Live Well in the Country

ADDITIONAL EVENT DISTRIBUTION
Mane Event, London, ON

JULY/AUGUST
EDITORIAL FEATURES
• Summer Country List
• The Best of the West
• Health: Hoofcare
• Training: Cutting

Closing Date: May 26
Material In: May 31

SPECIAL ADVERTISING REPORT
• Fall Sale Guide (Part I)

ADDITIONAL EVENT DISTRIBUTION
Calgary Stampede, Calgary, AB

SEPTEMBER/OCTOBER
EDITORIAL FEATURES
• Equine Properties
• Training: Reining
• Health: Vices

Closing Date: July 28
Material In: August 2

SPECIAL ADVERTISING REPORT
• Fall Sale Guide (Part II)

ADDITIONAL EVENT DISTRIBUTION
Western Lifestyle Marketplace, Canadian Supreme, Red Deer, AB

NOVEMBER/DECEMBER
EDITORIAL FEATURES
• Special Edition Championship Issue
• Western Art Showcase
• Seasons: Blankets

Closing Date: September 29
Material In: October 4

SPECIAL ADVERTISING REPORT
• Christmas Gift Guide
• Championship Showcase
web and social media opportunities
www.westernhorsereview.com

With over 335,000 Facebook followers alone, Western Horse Review’s online and social media extensions outperform any other equine and western living presence in Canada. Harness it’s power and create a consistent and brand-encompassing message to reach your audience across our multi-platform digital venue. You’ll find our online and social media audience is remarkably different from our print, giving you a far reaching audience.

ONLINE ADVERTISING  www.westernhorsereview.com

Leader Board  728 pixels x 90 pixels
Non-Print Advertiser*: $175/month or $1,050/year
Print Advertiser: $125/month or $750/year
(rotates with other advertisers)

Large Square  300 pixels x 250 pixels
Non-Print Advertiser*: $150/month or $900/year
Print Advertiser: $100/month or $600/year

Small Square  125 pixels x 125 pixels
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*: $50/CPM
Print Advertiser: $30/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
• Twitter Sponsorship
• Facebook Sponsorship or
  Facebook Contest Sponsorship
• Pinterest Sponsorship or
  Pinterest Contest Sponsorship
• Sponsored Editorial Within the Website
• Digital Christmas Gift Guide
Looking for Social Media opportunities?  
The numbers don’t lie!

With over 335,000 Facebook followers, 13,000 opt-ins to our e-newsletter, a dedicated Twitter and Pinterest audience, and more than 50,000 dedicated monthly visitors to our website, this is a powerful and effective way to reach a focused audience of western enthusiasts.

**PREMIUM SOCIAL MEDIA PROMOTION**

(1) Facebook post, (1) Pinterest picture and link, and inclusion in the Western Horse Review e-newsletter (13,000 opt-ins)

.............................. $495.00

**HOME PAGE TAKEOVER**

Runs the course of a month or more on our website. It features non-scrolling body background images, leader board ad. Also included: the Premium Social Media promotion.

.............................. $1,195.00

**NATIVE INCLUSION CAMPAIGN**

This type of promotion has many benefits. It’s great for direct sales, endorsed branding, lead generation and increased conversion rates.

Native Advertising is a way in which advertisers can partner with publishers to deliver an endorsed message that is more a service to the reader than a sales pitch, but shows incredible potential for direct sales. And, it’s very affordable right now.

.............................. $850.00

“With just a few Facebook posts for the Horse Ranch, home and business of natural horseman, Glenn Stewart, this is what we accomplished.”

**AUGUST 18 POST (with video)**  
- 9,819 people reached  
- 146 post clicks  
- 111 likes  
- 2 comments  
- 21 shares

**AUGUST 25 REMINDER POST:**  
- 19,329 people reached  
- 707 post clicks  
- 879 likes  
- 10 comments  
- 73 shares

“Working with Western Horse Review’s social media team has been a pleasure. They are professional and add a great spin on the posts, blogs and videos. Working together our Facebook reach went out to 3 – 5 times the normal amount of views. And more importantly increased our followers in just one post alone.”

~ Donna Blem, The Horse Ranch
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**Western Horse Review**
Suite 814, 3545 - 32 Ave. NE, Calgary, AB, T1Y 6M6
Tel: 403-250-1128
or 403-861-2609
advertising@westernhorsereview.com

**Closing Dates**

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**Magazine Sizes**

- Full Page: Trim Size 8” wide x 10.75” high
- 1/2 Island: 4.583” x 7.5”
- 1/2 Horizontal: 7” x 4.875”
- 1/2 Vertical: 3.375” x 9.92”
- 1/3 Vertical: 2.167” x 9.92”
- 1/3 Island: 4.583” x 4.875”
- 1/4 Vertical: 3.375” x 4.875”
- 1/6 Vertical: 2.167” x 4.875”
- 1/6 Horizontal: 4.583” x 2.25”
- 1/9: 2.167” x 3.125”
- 1/12: 2.167” x 2.187”

Horsemanship • Culture • Style
www.westernhorsereview.com