

MEDIA GUIDE 2017

Horsemanship • Culture • Style

WESTERN HORSE

REVIEW 



westernhorsereview.com

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



Print Advertising
in the magazine
55,000+ readers



Video and Online Promotion at
westernhorsereview.com
33,000+ impressions
per month



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



Facebook Alerts
+335,000 fans



Instagram
5,000 followers



Pinterest
3,200+ followers



Twitter Tweets
3,100+ followers



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.

CORE VACCINATION RECOMMENDATIONS

TETANUS
Tetanus is a deadly, neurotoxic bacteria passed to the host from feces of horses, manure, soil, and the environment. It is a common cause of death in horses and is preventable with a single shot of tetanus vaccine. It is a zoonotic disease, meaning it can be passed from horses to humans. It is a common cause of death in humans and is preventable with a single shot of tetanus vaccine.

WEST NILE VIRUS
West Nile Virus (WNV) is a mosquito-borne virus that can cause illness in humans and animals. It is a zoonotic disease, meaning it can be passed from horses to humans. It is a common cause of death in humans and is preventable with a single shot of WNV vaccine.

EASTERN / WESTERN ENCEPHALITIS
Eastern Equine Encephalomyelitis (EEE) and Western Equine Encephalomyelitis (WEE) are two types of viral encephalomyelitis that can cause illness in horses and humans. They are zoonotic diseases, meaning they can be passed from horses to humans. They are common causes of death in humans and are preventable with a single shot of EEE/WEE vaccine.

EQUINE INFLUENZA
Equine influenza is a viral respiratory disease of horses, ponies, and other equines. It is a zoonotic disease, meaning it can be passed from horses to humans. It is a common cause of death in humans and is preventable with a single shot of equine influenza vaccine.

RHINOPNEUMONITIS
Rhino-pneumonitis is a viral respiratory disease of horses, ponies, and other equines. It is a zoonotic disease, meaning it can be passed from horses to humans. It is a common cause of death in humans and is preventable with a single shot of rhino-pneumonitis vaccine.

OTHER DISEASE CONCERNS:

- Botulism
- Strangles
- Potomac Horse Fever

HOME Safe HOME

Life in the country isn't always free-spirited and easy-going. Challenges from natural and unnatural occurrences may pose a threat to your equine property at times. Here are some tips for security safeguards in rural areas.

By Jon Weber

Arizona Horse Country

Heading to Arizona with a trailer load of horses and visions of riding in a windless, big-five mild climate are being realized more often than ever by Canadian riders.

In Arizona the horse heartland runs from Casa Grande north 180 kilometers to Wickenburg and offers winter long competitors in all sports and disciplines. For those who yearn for a more relaxing time, horseback riding in the Arizona deserts and canyons is like stepping back a hundred years into the past. Whatever your flavor or interest, there is an event, barn or picturesque part of the state that will feed what you're craving.

Top Trainers

With all the planning and detail making possibly the most significant factor in achieving an outstanding wedding is adding a bit of your own history into making a truly representative of your lifestyle. For this generation, that means western all the way. We honor three couples who took the celebration of their union and turned it into a meaningful symbol of their love of the West.

Western Weddings

With all the planning and detail making possibly the most significant factor in achieving an outstanding wedding is adding a bit of your own history into making a truly representative of your lifestyle. For this generation, that means western all the way. We honor three couples who took the celebration of their union and turned it into a meaningful symbol of their love of the West.



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 enlightening. 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



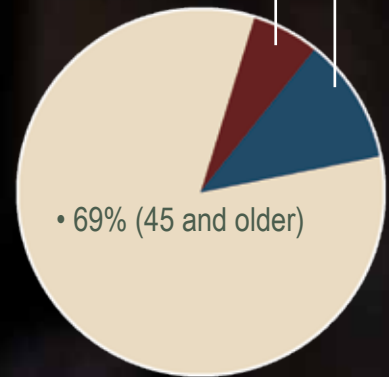
Western Horse Review readers are. . .

Owners with Means
HOUSEHOLD INCOME
• 65% over \$60,000

Fierce Competitors
• over 90% of readers ride competitively

The Consumer Demographic
AVERAGE AGE OF READER

- 9% (18-29)
- 23% (30-45)



Established Landowners

38% live on an acreage

57% live on rural property 10 acres or more)

Serious Horse Owners
AVERAGE # OF HORSES
• Seven per household

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

88% of our readers say they are immersed in western culture and lifestyle.

44% ranch and/or own cattle

2017 editorial calendar

JANUARY/FEBRUARY EDITORIAL FEATURES

- Western Weddings
- Travel: Arizona & Texas
- Training: Cow Horse
- Health: Vaccines

Closing Date: November 25
Material In: November 30

SPECIAL ADVERTISING REPORTS

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

ADDITIONAL EVENT DISTRIBUTION

Horse Owners & Breeders Conference, Sherwood Park, AB
Saskatchewan Equine Expo, Saskatoon, SK



MARCH/APRIL EDITORIAL FEATURES

- The Stallion Issue with a digital component
- Supplements – Health issue
- Travel: British Columbia
- Training: Roping
- Health: Mare & Foal Care, Deworming, Vaccinations

Closing Date: January 27
Material In: February 3

SPECIAL ADVERTISING REPORT

- Spring Sale Guide
- Equine Supplements
- Complimentary Equine Therapies
- Feed and Nutrition

ADDITIONAL EVENT DISTRIBUTION

Kamloops Cowboy Festival, BC
Mane Event, Red Deer, AB

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 REPORTS

- 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

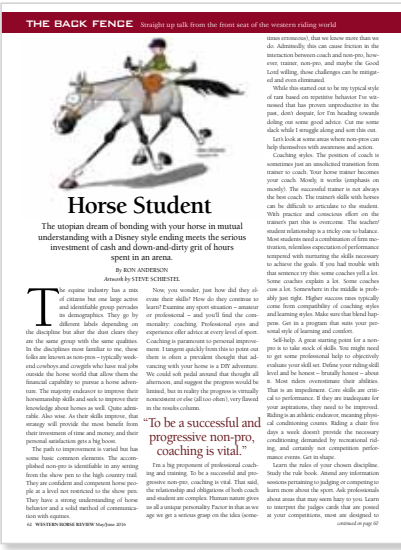
Closing Date: May 26
Material In: May 31

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 outperforms any other equine and western living presence in Canada. Harness its 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



westernhorsereview.com
33,000+
Page Views Per Month



e-subscribers
13,000+



facebook
335,000+
fan audience



Instagram
5,000+
followers



twitter
3,100+
followers



pinterest
3,200+
followers



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

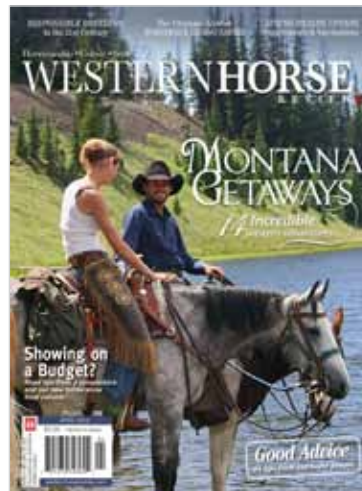
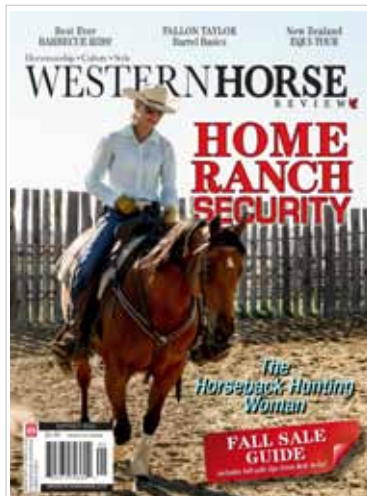
“Working with Western Horse Review’s social media team has been a pleasure. They are professional and add a great spin on the posts, blogs and videos. Working together our Facebook reach went out to 3 – 5 times the normal amount of views. And more importantly increased our followers in just one post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

~ Donna Blem, The Horse Ranch

	1X	3X	6X	
Black and White	Full Page	\$1,051	892	788
	1/2	788	670	592
	1/3	630	535	473
	1/4	525	447	394
	1/6	420	357	315
	1/9	210	178	158
	1/12	137	116	103

	1X	3X	6X	
Process Colour	Full Page	\$1,706	1,450	1,280
	1/2	1,280	1,087	960
	1/3	1,025	870	769
	1/4	853	710	640
	1/6	682	579	511
	1/9	342	291	256
	1/12	221	188	165

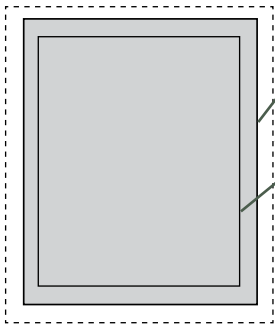
Premium	1X	3X	6X
OBC	2,510	2,253	2,138
IFC/IBC	2,243	1,985	1,849



For more information e-mail advertising@westernhorsereview.com
or phone 403-250-1128 or 403-861-2609



Embracing the West
Horsemanship, Culture & Style



Full Page

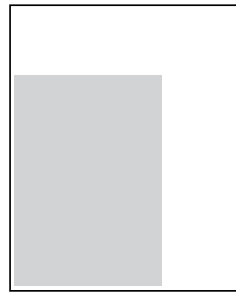
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Image size 7" x 9.92"

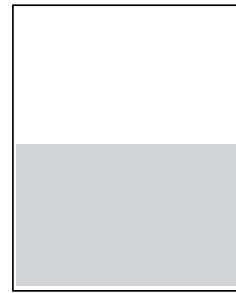
Full Page

Trim Size 8" wide x 10.75" high



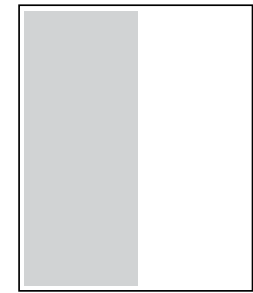
1/2 Island

4.583" x 7.5"



1/2 Horizontal

7" x 4.875"

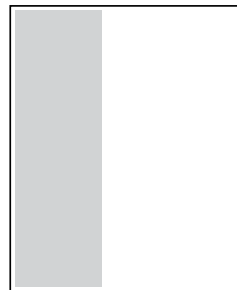


1/2 Vertical

3.375" x 9.92"

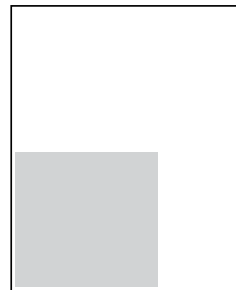
CLOSING DATES

ISSUE	BOOKING	MATERIAL DATE
Jan/Feb:	Nov. 25	Nov. 30
March/Apr:	Jan. 27	Feb. 3
May/June:	Mar. 31	Apr. 5
July/Aug	May 26	May 31
Sep/Oct	July 28	Aug. 2
Nov/Dec	Sept. 29	Oct. 4



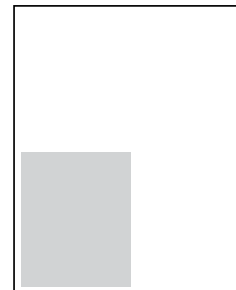
1/3 Vertical

2.167" x 9.92"



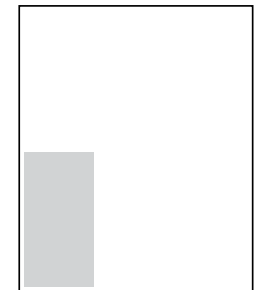
1/3 Island

4.583" x 4.875"



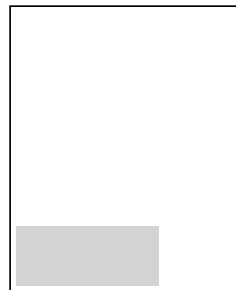
1/4 Vertical

3.375" x 4.875"



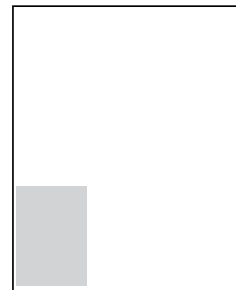
1/6 Vertical

2.167" x 4.875"



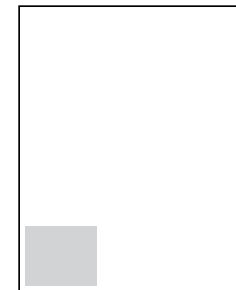
1/6 Horizontal

4.583" x 2.25"



1/9

2.167" x 3.125"



1/12

2.167" x 2.187"

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