

# Media Kit 2018



Celebrating 25 years

Horsemanship • Culture • Style

# WESTERN HORSE

REVIEW 



[westernhorsereview.com](http://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**  
westernhorsereview.com  
33,000+ impressions  
per month



**Digital Promotion**  
via e-newsletter or blasts  
11,000+ e-subscribers



**Facebook Alerts**  
+332,000 fans



**Instagram**  
6,200 followers



**Pinterest**  
133,000 average monthly viewers



**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 25th 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.





# 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 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



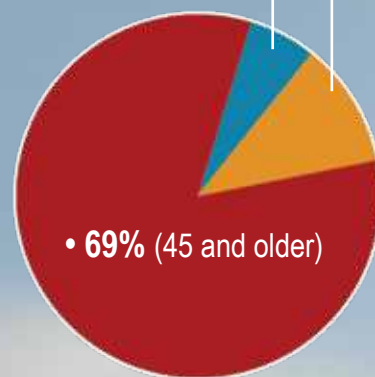
## Western Horse Review readers are. . .

**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

# 2018 Editorial calendar

## JANUARY/FEBRUARY

### EDITORIAL FEATURES

- Western Weddings
- Travel: Arizona

**Closing Date: December 1**

**Material In: December 6**

### SPECIAL ADVERTISING REPORTS

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

### ADDITIONAL EVENT DISTRIBUTION

Arizona Distribution

Sherwood Park, AB

Saskatchewan Equine Expo, Saskatoon, SK



## MARCH/APRIL

### EDITORIAL FEATURES

- The Stallion Issue with a digital component
- Supplements – Supporting performance horses, seniors and joint health
- Skijoring
- Health: Mare & Foal Care, Deworming, Vaccinations

**Closing Date: January 26**

**Material In: January 31**

### SPECIAL ADVERTISING REPORT

- Spring Sale Guide
- Equine Supplements
- Complimentary Equine Therapies

### ADDITIONAL EVENT DISTRIBUTION

Kamloops Cowboy Festival, BC

Mane Event, Red Deer, AB

## MAY/JUNE

### EDITORIAL FEATURES

- Our Rodeo Issue!
- Camping With Your Horse
- Training: Barrel Racing
- Equine Properties
- Health: Senior Horse Care, Hoof Health, Therapeutic Tools

**Closing Date: March 30**

**Material In: April 4**

### SPECIAL ADVERTISING REPORTS

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

### ADDITIONAL EVENT DISTRIBUTION

Western Art Show, Calgary Stampede, Calgary, AB  
Mane Event, London, ON



## JULY/AUGUST

### EDITORIAL FEATURES

- The Best of the West List
- Health: Life After Colic Surgery
- Fashion: Western Trends 2018
- Training: Cutting

**Closing Date: June 1**

**Material In: June 5**

### SPECIAL ADVERTISING REPORT

- Fall Sale Guide (Part I)

### ADDITIONAL EVENT DISTRIBUTION

Calgary Stampede, Calgary, AB

Country Thunder SK & AB

Calgary Polo Club, Calgary, AB

Festival Western De St. Tite, St. Tite, QB

**2018 CALGARY POLO CLUB PROGRAM**



## SEPTEMBER/OCTOBER

### EDITORIAL FEATURES

- Futurity Season
- Fall Fashion
- Trucks & Trailers
- Training: Reining
- Health: Vices

**Closing Date: July 27**

**Material In: August 1**

### 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 28**

**Material In: October 3**

### SPECIAL ADVERTISING REPORT

- Christmas Gift Guide
- Championship Showcase

### ADDITIONAL EVENT DISTRIBUTION

Canadian Finals Rodeo, Edmonton, AB





# web and social media *opportunities* www.westernhorsereview.com

With over 332,000 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](http://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 **11,000** 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**  
11,000+



**facebook**  
332,000+  
fan audience



**Instagram**  
6,200+  
followers



**twitter**  
3,100+  
followers



**pinterest**  
133,000+  
monthly views



## more social media *opportunities* The numbers don't lie!

With over 332,000 Facebook followers, 11,000 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 (11,000 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



# specialty publications



The combination of speed, precision and passion in polo is electrifying. Explore the culture and world of the Calgary Polo Club in this beautifully designed booklet, given extra exposure via the savvy horseperson audience of Western Horse Review magazine.

## CALGARY POLO CLUB SOCIAL MEDIA ANALYTICS:

TOTAL IMPRESSIONS from INSTAGRAM: 12,678

TOTAL IMPRESSIONS from FACEBOOK: 38,112

TOTAL IMPRESSIONS from ISSUU: 1,127 And 12 hrs: 56 mins: 27 secs Read Time

BLOG IMPRESSIONS: Polo, This Weekend - One blog posted on August 11, 2017 to [www.westernhorsereview.com](http://www.westernhorsereview.com) had 428 readers, including 107 unique visitors.

SUMMARY: 52,345 viewers to the Calgary Polo Club, from social media curated by Western Horse Review magazine in a short time frame.



“The *Western Horse Review* team were outstanding to collaborate with. They were extremely professional, creative and supportive in reinstating our annual magazine to maximum advertiser capacity, with an efficient and seamless process. They went over and above by engaging new followers through their social media and hands-on efforts. We are looking forward to growing our magazine size and distribution along with the *Western Horse Review* team!”

~ Richard Côté  
President,  
Calgary Polo Club

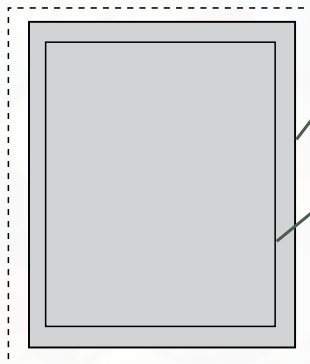


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# WESTERN HORSE REVIEW

[www.westernhorsereview.com](http://www.westernhorsereview.com)



## Full Page

Trim Size 8" x 10.75"

Bleed size 8.5" x 11.25"

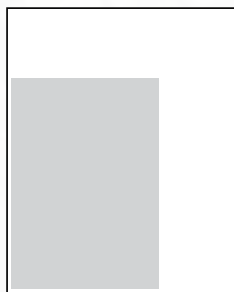
Image size 7" x 9.92"

## Closing Dates

ISSUE	BOOKING	MATERIAL DATE
Jan/Feb:	Dec. 1	Dec. 6
March/Apr:	Jan. 26	Jan. 31
May/June:	Mar. 30	Apr. 4
July/Aug	June 1	June 5
Sep/Oct	July 27	Aug. 1
Nov/Dec	Sept. 28	Oct. 3

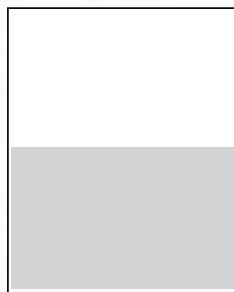
## Full Page

Trim Size 8" wide x 10.75" high



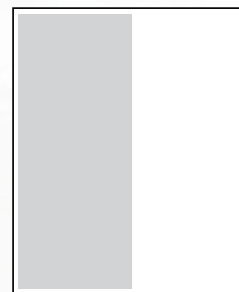
**1/2 Island**

4.583" x 7.5"



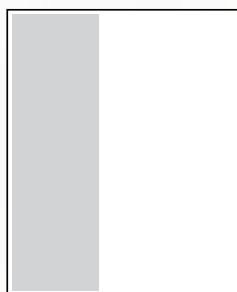
**1/2 Horizontal**

7" x 4.875"



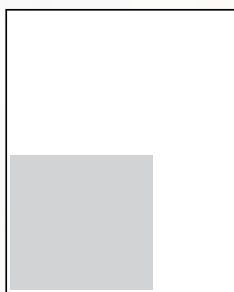
**1/2 Vertical**

3.375" x 9.92"



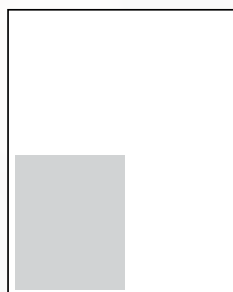
**1/3 Vertical**

2.167" x 9.92"



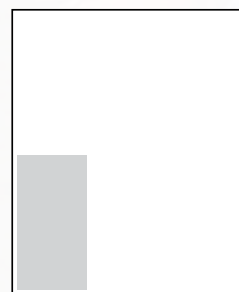
**1/3 Island**

4.583" x 4.875"



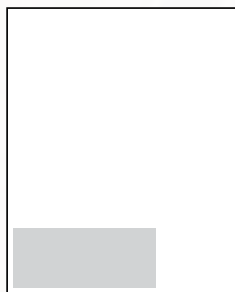
**1/4 Vertical**

3.375" x 4.875"



**1/6 Vertical**

2.167" x 4.875"



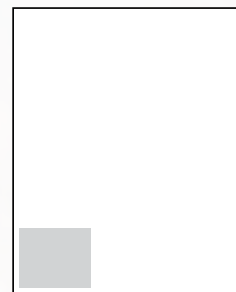
**1/6 Horizontal**

4.583" x 2.25"



**1/9**

2.167" x 3.125"



**1/12**

2.167" x 2.187"



# Retail Rates 2018

## Full Colour Advertising

	1X	3X	6X
Full Page	\$1,791	1,522	1,344
1/2	1,344	1,141	1,008
1/3	1,076	913	807
1/4	895	745	672
1/6	716	607	536
1/9	359	305	268
1/12	232	197	173

## Premium

	1X	3X	6X
OBC	\$2,635	2,365	2,244
IFC/IBC	2,355	2,084	1,941



For more information e-mail [advertising@westernhorsereview.com](mailto:advertising@westernhorsereview.com)  
or phone 403-250-1128 or 403-861-2609





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