

WHR

Media Kit 2020



Horsemanship • Culture • Style

WESTERNHORSE

REVIEW 



westernhorsereview.com



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 27th 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.

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
+10,000 Opt Ins

Facebook Alerts
+325,000 Followers

Instagram
+10,000 followers

Twitter Tweets
3,100+ followers

Pinterest
+96.9k Monthly Viewers



Benefits of Print

“MAGAZINE MEDIA builds brands and sells product with proven, verifiable results in a safe and transparent environment of quality, professional journalism that supports an economically, ecologically and socially sustainable society.”

- Alberta Magazine Publishers Association
2019 Conference



PRINT SIGNIFICANTLY BOOSTED THE EFFECTIVENESS OF CROSS-PLATFORM CAMPAIGNS:

MORE THAN 10%

Campaigns that used **PRINT & ONLINE** Improved Persuasion Metrics by more than 10%.

Campaigns that used **PRINT & TV** Improved Persuasion Metrics by more than 17%.

MORE THAN 17%



WHR is about Canadian life in the West.

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.

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

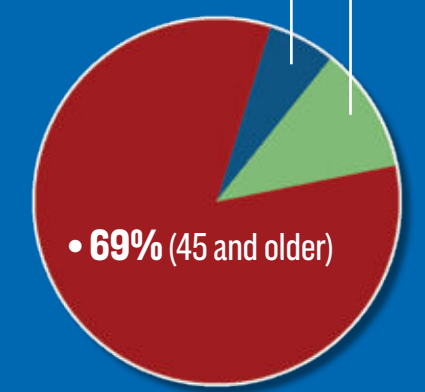


Western Horse Review readers are...

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

WHR, embracing
the newest trends
in gear & style.

2020 editorial

JANUARY/FEBRUARY

EDITORIAL FEATURES

- Western Weddings
- Travel: Arizona
- Health: Cribbing, Winter Foaling
- Training Thoroughbreds for Western Disciplines
- Homes of the West Feature

Closing Date: November 22, 2019

Material In: November 29, 2019

SPECIAL ADVERTISING REPORTS

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

ADDITIONAL EVENT DISTRIBUTION

Arizona Distribution

Skijordue - Calgary, AB

Saskatchewan Equine Expo, Saskatoon, SK

Art of the Cowgirl, Phoenix, AZ



MARCH/APRIL

EDITORIAL FEATURES

- The Stallion Issue with a digital component
- Millennial Ranchers
- Building a Vet Clinic
- Supplements: Reducing joint inflammation.
- Chuckwagon Winter Training
- Health: Deworming, Vaccinations, Care of Ponies

Closing Date: January 24, 2020

Material In: January 31, 2020

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!
- Equine Photography
- Western Art
- Designing & Perfecting Your Equine Property
- Training Cow Dogs

Closing Date: March 27, 2020

Material In: April 3, 2020

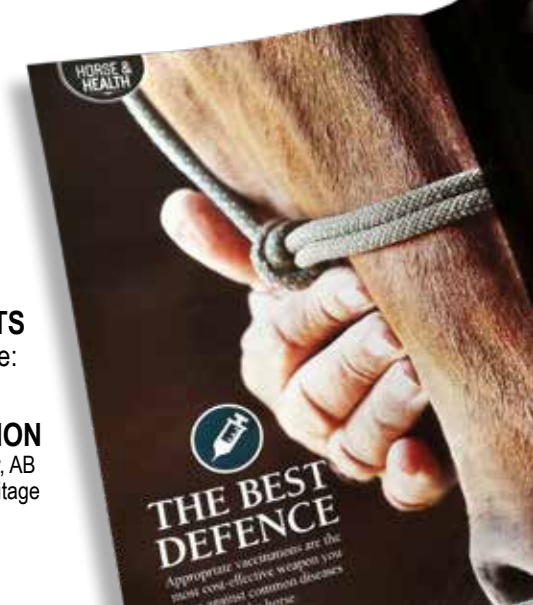
SPECIAL ADVERTISING REPORTS

- The Country Living Real Estate Guide:
- Western Artists

ADDITIONAL EVENT DISTRIBUTION

Western Art Show, Calgary Stampede, Calgary, AB

Prix de West, National Cowboy & Western Heritage Museum, Oklahoma City, OK



2020 editorial

JULY/AUGUST

EDITORIAL FEATURES

- The Best of the West Summer List
- Fashion: Western Trends 2020
- Training: Trail Riding

Closing Date: May 29, 2020

Material In: June 5, 2020

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

2020 Calgary Polo Club



SEPTEMBER/OCTOBER

EDITORIAL FEATURES

- Futurity Season
- Fall Fashion
- Trucks & Trailers
- Western Art Showcase
- Health: Fitting & Conditioning Weanlings for Sale

Closing Date: July 24, 2020

Material In: July 31, 2020

SPECIAL ADVERTISING REPORT

- Fall Sale Guide (Part II)

ADDITIONAL EVENT DISTRIBUTION

Canadian Team Penning Nationals, Calgary, AB

Canadian Spectacular, Stavely, AB

Calgary Stampede Cutting Horse Futurity, Calgary, AB

Canadian Finals Rodeo, Edmonton, AB

TCAA, National Cowboy & Western Heritage Museum,

Oklahoma City, OK



NOVEMBER/DECEMBER

EDITORIAL FEATURES

- Special Edition Championship Issue

Closing Date: September 27, 2019

Material In: October 4, 2019

SPECIAL ADVERTISING REPORT

- Christmas Gift Guide
- Championship Showcase



*WHR, in the
barus, pastures
& competition
arena.*



web and social media opportunities



www.westernhorserreview.com

With over 325,000 Facebook followers, 10,000 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.

www.

Leader Board AD 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

email

Choose a dedicated push, or a banner within our e-newsletter, and reach over 10,000 opted-in e-subscribers.

Dedicated Push
Tailored e-blast to our database \$495.00

Banner within Western Horse Review E-newsletter
Print Advertiser: \$35 per banner”

WHR has powerful & effective ways to reach your audience!



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

LEADERBOARD

E-Newsletter Banner & Leaderboard Ad on website for one month
.....**\$290.00**

SPONSORED CONTENT

Includes (1) Facebook post, (1) Pinterest picture and link, (1) Instagram mention
..... **\$375.00**

PREMIUM SOCIAL MEDIA PROMOTION

Includes (1) Blog directed by client with links to client website, (1) Facebook post , (1) Pinterest picture and link, (1) Instagram mention and inclusion in the Western Horse Review e-newsletter (10,000 opt-ins)
.....**\$495.00**

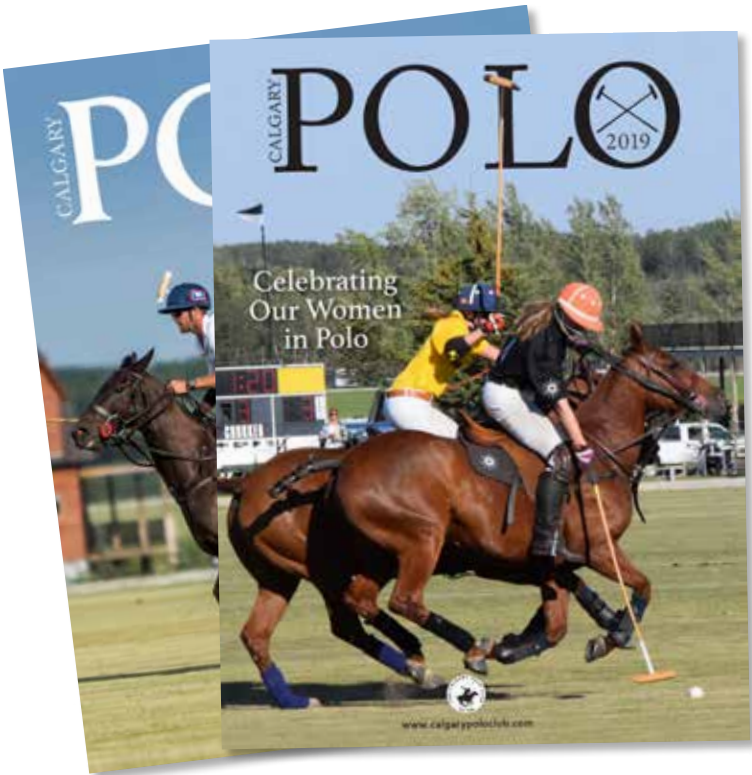
NATIVE INCLUSION CAMPAIGN

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**

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**

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 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.

2019 TOURNAMENTS & SOCIAL EVENTS

June 28 - July 1 Western Canadian Polo Tournament / Rex Fargay Cup 4 Goal

JUV SCHEDULE

- 1 Canada Day Match Games
- 1-5 Polo Clinic Series Polo 4 Goal
- 15-15 American Day Cup Finals 4 Goal
- 15-16 Mike Palmer Cup 4 Goal
- 15-16 J.B. Cross Cup Finals 4 Goal
- 15-17 J.P. Cup 4 Goal
- 15-18 J.C. Palmer Memorial 4 Goal
- 15-19 B. Ross Memorial for Western Health 4 Goal
- 21-28 Grift Cup 4 Goal

AUGUST SCHEDULE

- 1-5 Calgary Cup 4 Goal
- 5-6 Rex Fargay Cup 4 Goal
- 15-16 Mike Palmer Cup 4 Goal
- 15-16 J.B. Cross Cup Finals 4 Goal
- 15-17 J.P. Cup 4 Goal
- 15-18 J.C. Palmer Memorial 4 Goal
- 15-19 B. Ross Memorial for Western Health 4 Goal
- 21-28 Grift Cup 4 Goal

Ranch House Events

August 23 Lobster Dinner

WINNERS CIRCLE 4 Goal Tournaments

<h4>CALGARY CUP</h4> <p>Winners Remax</p> <p>Runners up Somerscot Katie Fargay, Heidi Clark, Lorne Robinson, Lindsey Trott</p>	<h4>J.C. PALMER MEMORIAL TOURNAMENT</h4> <p>Winners Blizzard</p> <p>Runners up B.D. & P James Kidd, Saul Tarras, Russell Stinson, Mitch Horne</p>
<h4>ROENISCH MEMORIAL CUP</h4> <p>Winners Remax</p> <p>Runners up B.D. & P James Kidd, Saul Tarras, Russell Stinson, Mitch Horne</p>	<h4>USPA OFFICERS CUP/JB CROSS CUP</h4> <p>Winners Remax</p> <p>Runners up B.D. & P Mitch Horne, Russell Stinson, Saul Tarras, James Kidd</p>

Tournament and award dates are subject to change, please visit www.calgariypoloclub.com for the most current information.



The WHR 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 **WHR** team!"

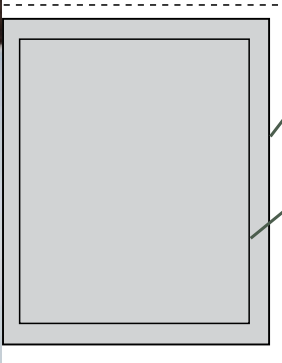
~ Richard Côté, 2018 President, Calgary Polo Club



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WESTERNHORSE REVIEW

www.westernhorsereview.com



Full Page

Trim Size 8" x 10.75"

Bleed size 8.5" x 11.25"

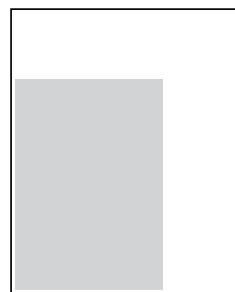
Image size 7" x 9.92"

Closing Dates

ISSUE	BOOKING	MATERIAL DATE
Jan/Feb:	Nov. 22	Nov. 29
March/Apr:	Jan. 24	Jan. 31
May/June:	Mar. 27	Apr. 3
July/Aug	May 29	June 5
Sep/Oct	July 24	Aug. 3
Nov/Dec	Sept. 25	Oct. 2

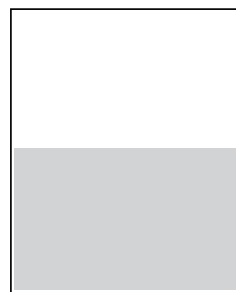
Full Page

Trim Size 8" wide x 10.75" high



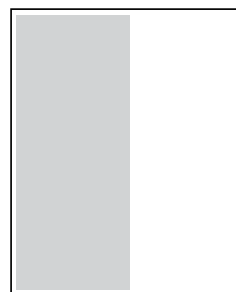
1/2 Island

4.583" x 7.5"



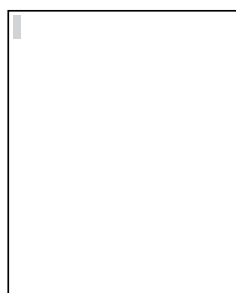
1/2 Horizontal

7" x 4.875"



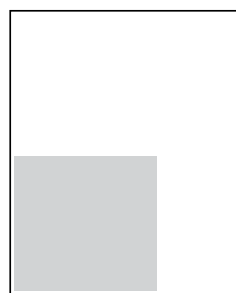
1/2 Vertical

3.375" x 9.92"



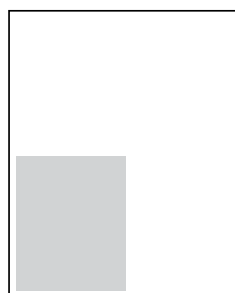
1/3 Vertical

2.167" x 9.92"



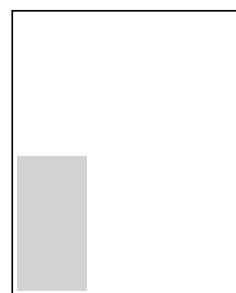
1/3 Island

4.583" x 4.875"



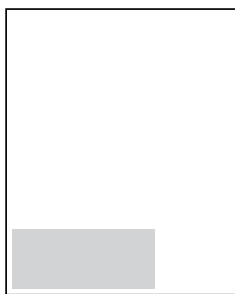
1/4 Vertical

3.375" x 4.875"



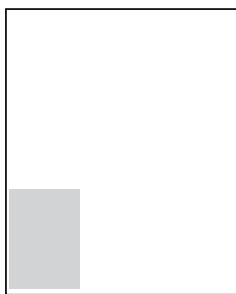
1/6 Vertical

2.167" x 4.875"



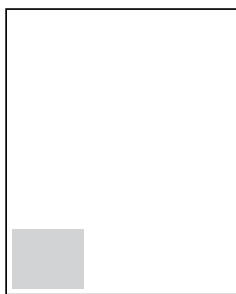
1/6 Horizontal

4.583" x 2.25"



1/9

2.167" x 3.125"



1/12

2.167" x 2.187"

Retail Rates 2020

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
or phone 403-250-1128 or 403-861-2609





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R E V I E W 

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