

2022

MEDIA KIT

Horsemanship • Culture • Style

WESTERN HORSE

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 28th 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
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
+317,000 Followers



Instagram
+12.3K followers



Twitter Tweets
3,000+ followers



Pinterest
+639.3k Monthly Views



CUSTOMER TESTIMONIAL

"Just wanted you to know how much I'm enjoying *WHR* this morning. Your magazine really had me engaged. It's diverse, interesting and artistic! I can't imagine the work that goes into the makings of a magazine of this quality. So I just wanted to say thank you doing it!"

Cathy Spencer

Twisted Tree Photography

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 BOOSTS
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%

TOP 10 AMPA FINALIST

Western Horse Review was a 2020 Top 10 finalist in the Alberta Magazine Publisher's Association Awards, in the Alberta Story category.





WHR
is about Canadian
life in the West.

READERS

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

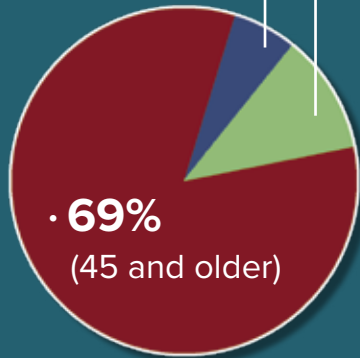
FIERCE COMPETITORS

• 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.*



EDITORIAL

JANUARY/FEBRUARY EDITORIAL FEATURES

- The Stallion Issue
- Diversified Riders
- Mules of History
- Canadian World Show Highlights
- Deworming for the Ages
- Barns of the West
- Broodmares & Baby Momma Insurance

CLOSING DATE: DECEMBER 24, 2021
MATERIAL IN: DECEMBER 25, 2021



MARCH/APRIL EDITORIAL FEATURES

- The Foaling Issue
- Bronc Girls
- Tack Talk: Romals
- Wild Rags
- Homesteading: How to Prepare Your Gardens Early
- Supplements: Reducing Joint Inflammation
- Winter Training
- Health: Vaccinations

CLOSING DATE: JANUARY 21, 2022
MATERIAL IN: JANUARY 25, 2022

SPECIAL ADVERTISING REPORTS

- Spring Sale Guide
- Equine Supplements
- Complimentary Equine Therapies

ADDITIONAL EVENT DISTRIBUTION
Horse Expo Canada, Red Deer, AB



MAY/JUNE EDITORIAL FEATURES

- Our Rodeo Issue!
- All About Breakaway Roping
- Making Pay Dirt: The Art of Arena Ground
- Tack Talk: Saddle Bags
- Designing & Perfecting Your Equine Property
- Western Art
- Training Cow Dogs

CLOSING DATE: MARCH 25, 2022
MATERIAL IN: MARCH 31, 2022

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



Twisted Tree Photography

JULY/AUGUST EDITORIAL FEATURES

- Summer Western Getaways
- Fashion: Top Trends of 2022
 - Spotlight on Drill Teams
 - Starting Colts
- Lameness Diagnostics
 - Trail Riding

CLOSING DATE: MAY 27, 2022
MATERIAL IN: JUNE 3, 2022

SPECIAL ADVERTISING REPORTS

- Fall Sale Guide (Part I)

ADDITIONAL EVENT DISTRIBUTION
Calgary Stampede, Calgary, AB
Calgary Polo Club, Calgary, AB
Festival Western De St.Tite, St. Tite, QB



SEPTEMBER/OCTOBER EDITORIAL FEATURES

- Futurity Prep
- Trucks & Trailers
- Recipes for Equine Nutrition Success
- Country Comeback: How the West is Infused in Our Daily Lives
- Western Art Showcase
- Health: Sports Medicine

CLOSING DATE: JULY 22, 2022
MATERIAL IN: JULY 29, 2022

SPECIAL ADVERTISING REPORTS

- Fall Sale Guide (Part II)

ADDITIONAL EVENT DISTRIBUTION
Canadian Team Penning Nationals, Calgary, AB
Canadian Spectacular, Staveland, AB
Calgary Stampede Cutting Horse Futurity, Calgary, AB
Canadian Finals Rodeo, Edmonton, AB
TCAA, National Cowboy & Western Heritage Museum, Oklahoma City, OK



Twisted Tree Photography

NOVEMBER/DECEMBER EDITORIAL FEATURES

- Special Edition Championship Issue
 - Christmas Gift Ideas
- Health: Equine Respiratory Ailments

CLOSING DATE: SEPTEMBER 23, 2022
MATERIAL IN: SEPTEMBER 30, 2022

SPECIAL ADVERTISING REPORTS

- Christmas Gift Guide
- Championship Showcase



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

EDITORIAL



WHR has powerful & effective ways to reach your audience!

SOCIAL MEDIA



With over 317,000 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

e-blast

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”

video

WHR has partnered with Devan Karl Media!

Video 1

1-3 minute Branding Video
\$1,800.00 x 1

Video 2

30 second Ad Video
\$900.00 x 1



Photo Package

100 Edited Photos (Taken at time of recording)
\$1,000.00 x 1

*If driving more than 2 hours one way is required, an additional \$200 will be added to the quoted price.

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



Twisted Tree Photography

CALGARY
 POLO
 2019

Celebrating
 Our Women
 in Polo

www.calgarypoloclub.com

CALGARY POLO CLUB SOCIAL MEDIA ANALYTICS:

TOTAL IMPRESSIONS from FACEBOOK: 38,112

BLOG IMPRESSIONS: Polo, This Weekend - One blog posted on August 11, 2017 to www.westernhorserreview.com had 428 readers,

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

Photo: Jeffery J. Smith

WINNERS CIRCLE

4 Goal Tournaments

CALGARY CUP

Winners / Remax

Nathan Bell, Daylene Fargy, Gordon Ross, Matt Schneider
 Ryan Fargy, Heather Clark
Ran on 4 / Sonnetart
 Kyle Fargy, Heidi Clark, Lorian Neumann, Lesley Time

JC PALMER MEMORIAL TOURNAMENT

Winners / Bizzard

Bryan Middleton, Caitlin Middleton, John Reaney, All Reaney
Ran on 4 / BO & P
 James Kild, Sam Torrie, Russell Stennett, Mitch Horne

ROENICH MEMORIAL CUP

Winners / Remax

Nathan Bell, Daylene Fargy, Gordon Ross, Matt Schneider
 Ryan Fargy, Heather Clark
Ran on 4 / BO & P
 James Kild, Sam Torrie, Russell Stennett, Mitch Horne

USPA OFFICERS CUP / JB CROSS CUP

Winners / Bizzard

Nathan Bell, Daylene Fargy, Gordon Ross, Matt Schneider
 Ryan Fargy, Heather Clark
Ran on 4 / BO & P
 Mitch Horne, Russell Stennett, Sam Torrie, James Kild

June 28 - July 1

2019 SCHEDULE

1	Western Canadian Polo Tournament / West Fargy Cup	4 Goal
4-7	1 Canada Day Match Games	
1	1 Fish Creek Invitational	0 Goal
4-7	1 Kinsmen Golf Club Fours	4 Goal
11-13	1 Mile Francis Cup	0 Goal
15-16	1 E. Cross Creek Polo	4 Goal
18-21	1 C. Palmer Memorial	4 Goal
19-20	1 A. Palmer Memorial	4 Goal
22-25	1 Aloha Match for Mental Health	0 Goal
26-28	1 Orlop Cup	0 Goal
24-31	1 Calgary Cup	0 Goal
3	1 Heart Cup	0 Goal
4	1 Horse Cup	For Owners & Employees
10-11	1 Big Rock Cup	0 Goal
18-19	1 Hot Cup	0 Goal
16-25	1 USPA Pacific NW Group / 1 Remax Memorial Cup	0 Goal
17	1 Jimmy Gower, playing for \$12,000	0 Goal
17	1 Canadian Open	0 Goal
24-25	1 Rocky Mountain Cup	0 Goal

2019 SCHEDULE

August 23 Lobster Dinner

Tournament and meet times are subject to change. please visit www.calgarypolo.com for daily tournament scheduling

Ranch House Events

August 23 Lobster Dinner

hello@poloalberta.com

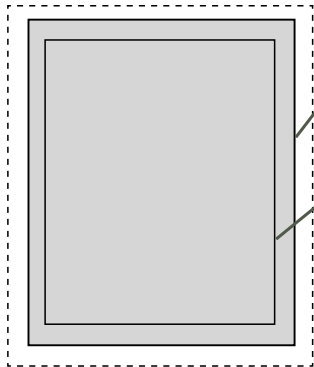




Horsemanship • Culture • Style

WESTERN HORSE REVIEW

www.westernhorsereview.com



Full Page

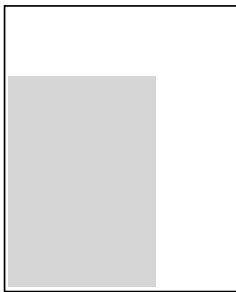
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- Bleed size 8.5" x 11.25"
- Image size 7" x 9.92"

Closing Dates

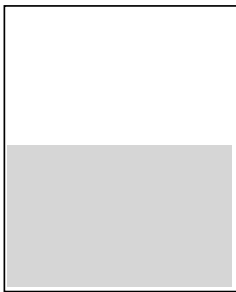
ISSUE	BOOKING	MATERIAL DATE
Jan/Feb:	Dec. 30	Dec. 31
March/Apr:	Jan. 21	Jan. 25
May/June:	Mar. 25	Mar. 31
July/Aug	May 27	June 3
Sep/Oct	July 22	July 29
Nov/Dec	Sept. 23	Sept. 30

Full Page

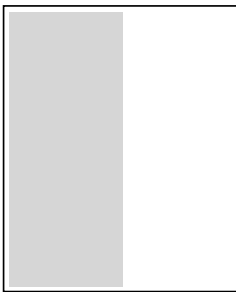
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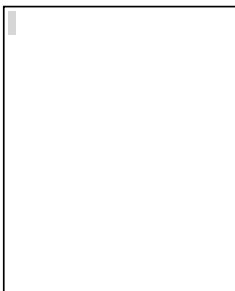
1/2 Island
4.583" x 7.5"



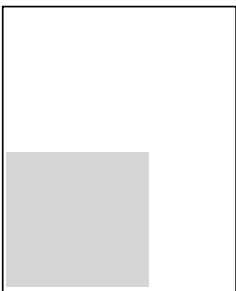
1/2 Horizontal
7" x 4.875"



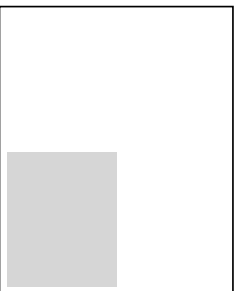
1/2 Vertical
3.375" x 9.92"



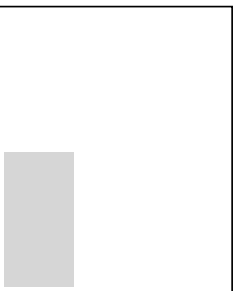
1/3 Vertical
2.167" x 9.92"



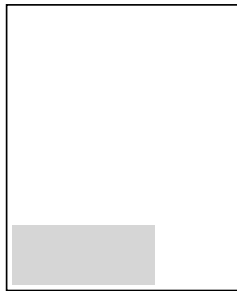
1/3 Island
4.583" x 4.875"



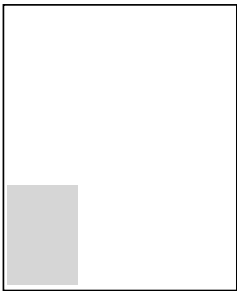
1/4 Vertical
3.375" x 4.875"



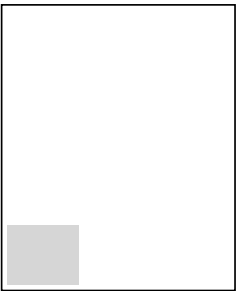
1/6 Vertical
2.167" x 4.875"



1/6 Horizontal
4.583" x 2.25"



1/9
2.167" x 3.125"



1/12
2.167" x 2.187"

RETAIL RATES 2022

		1X	3X	6X
FULL COLOUR ADVERTISING	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



Western Horse Review is a proud member of the Alberta Magazine Publishers Association, www.albertamagazines.com, abiding by the standards of the Canadian Society of Magazine Publishers.