

Horsemanship • Culture • Style

WESTERN HORSE

REVIEW 

2023

MEDIA KIT



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 29th 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.



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%.

MORE THAN
17%

Campaigns that used
PRINT & TV
Improved Persuasion Metrics
by 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.



No one in the
CANADIAN EQUINE MEDIA
can touch **THE REACH** of this base

ECONOMIC IMPACT

The **ALBERTA EQUESTRIAN FEDERATION** conducted a survey in 2021 to learn about the Economic Impact of Alberta's Equine Community. Here are some of the most notable findings:

- Total economic impact of the horse industry amounted to **\$1.356 billion** in 2021, in Alberta.
- Horse Racing Alberta's 2019 study found an economic impact estimate of **\$112 million**.
- When considered together, with adjustments to avoid double counting and inflation, the equine industry is estimated to contribute **\$1.439 billion** in 2021 terms.
- Direct expenditures in the equine industry totalled **\$1.714 billion** in 2021.
- Resulting in a contribution of **\$855 million** in labor income within Alberta.
- In Alberta approximately **6,780 jobs** (measured in full time equivalents) are contributed by the various equine industry activities beyond the typical expenditures for keeping horses.
- After accounting for all horse keeping expenditures, the total number in Alberta of jobs contributed is approximately **20,380**.



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

+313,000 Followers



Instagram

+12.6K followers



Pinterest

+667.8k Monthly Views



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.”



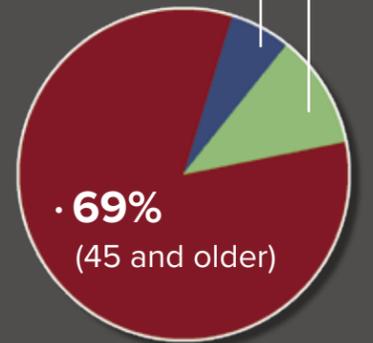
WESTERN HORSE REVIEW READERS ARE...

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 LAND OWNERS

- 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
lifestyle, health,
gear & fun!*

EDITORIAL

JANUARY/FEBRUARY EDITORIAL FEATURES

- The Stallion Issue
 - Barn Business
- Canadian World Show Highlights
- Complimentary Equine Therapies
- Cow Horse Profile

**CLOSING DATE: DECEMBER 1, 2023
MATERIAL IN: DECEMBER 10, 2023**



MARCH/APRIL EDITORIAL FEATURES

- Bronc Girls
- Foal Disclosure – Everything you need to know about equine babies.
- Horse Owners & Vacations
- Vaccinations Update
- Horses & Dogs
- Barrel Racing Profile

**CLOSING DATE: JANUARY 20, 2023
MATERIAL IN: JANUARY 25, 2023**

SPECIAL ADVERTISING REPORTS

- Spring Sale Guide
- Equine Supplements
- Complimentary Equine Therapies

ADDITIONAL EVENT DISTRIBUTION
Horse Expo Canada, Red Deer, AB



MAY/JUNE EDITORIAL FEATURES

- All About Breakaway Roping
 - Western Art
 - Trailer Talk
- Western Fashion Update
- Cutting Profile

**CLOSING DATE: MARCH 10, 2023
MATERIAL IN: MARCH 15, 2023**

ADDITIONAL EVENT DISTRIBUTION
Western Art Show, Calgary Stampede, Calgary, AB
Prix de West, National Cowboy & Western Heritage Museum, Oklahoma City, OK



**JULY/AUGUST
EDITORIAL FEATURES**

- New Age Modalities and Other Equi-Care Developments
- Creating Your Ultimate “Pay Ground” with Arena Footing
 - Summer Getaways
 - Stampede Fashion
- Feed Storage Solutions
- Trail Riding Profile

**CLOSING DATE: MAY 26, 2023
MATERIAL IN: JUNE 2, 2023**

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



Twisted Tree Photography

**SEPTEMBER/OCTOBER
EDITORIAL FEATURES**

- Injured Stifles
- Tack Talk
- Western Art Showcase
- Future Stars – The Youth of our Industry
- Team Penning Profile

**CLOSING DATE: JULY 21, 2023
MATERIAL IN: JULY 28, 2023**

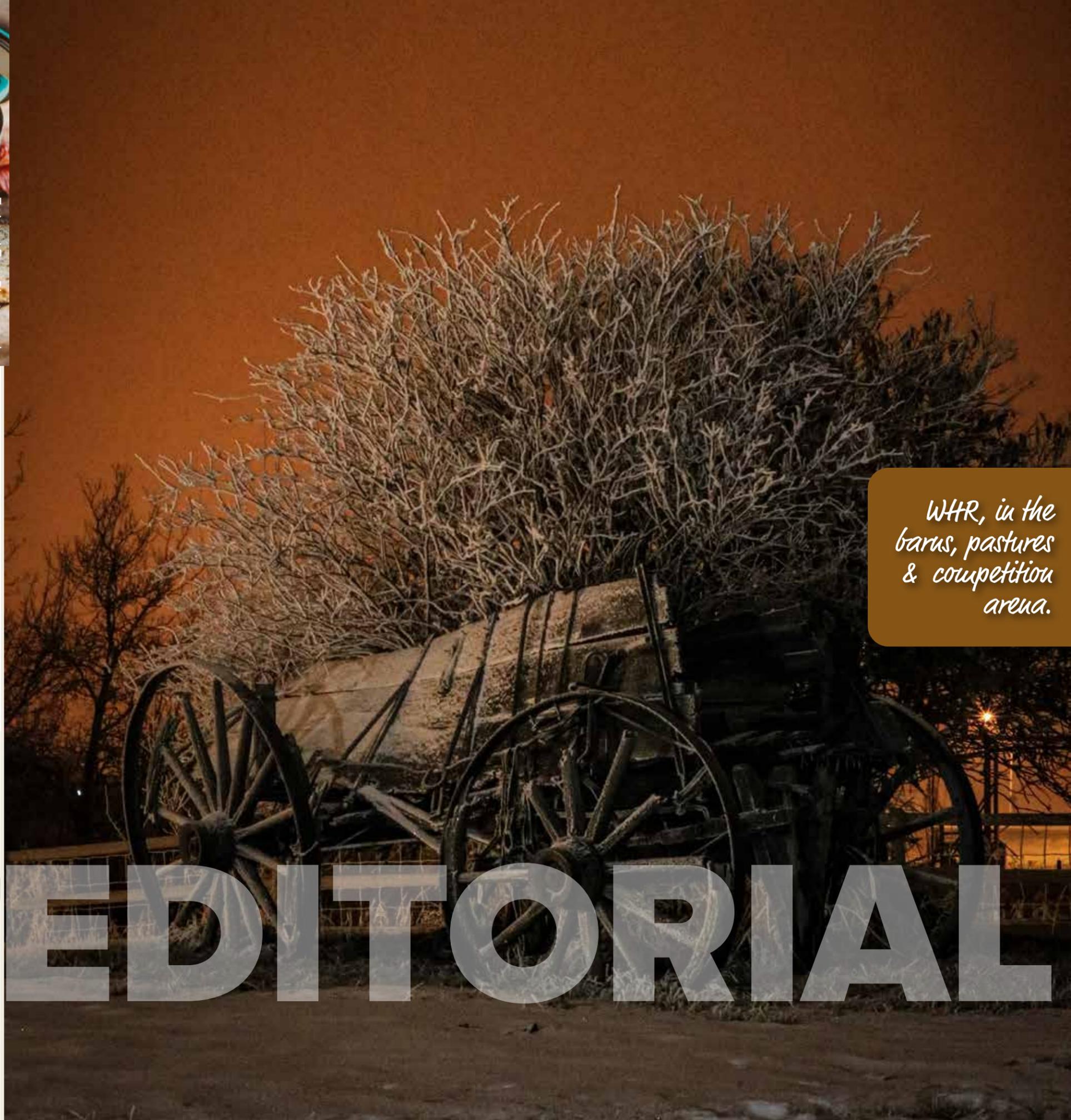
ADDITIONAL EVENT DISTRIBUTION
Canadian Team Penning Nationals, Calgary, AB
Canadian Spectacular, Stavely, AB
Calgary Stampede Cutting Horse Futurity, Calgary, AB
Canadian Finals Rodeo, Edmonton, AB
TCAA, National Cowboy & Western Heritage Museum, Oklahoma City, OK



**NOVEMBER/DECEMBER
EDITORIAL FEATURES**

- Special Edition Championship Issue
 - Christmas Gift Ideas

**CLOSING DATE: SEPTEMBER 25, 2023
MATERIAL IN: SEPTEMBER 29, 2023**



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

EDITORIAL

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.

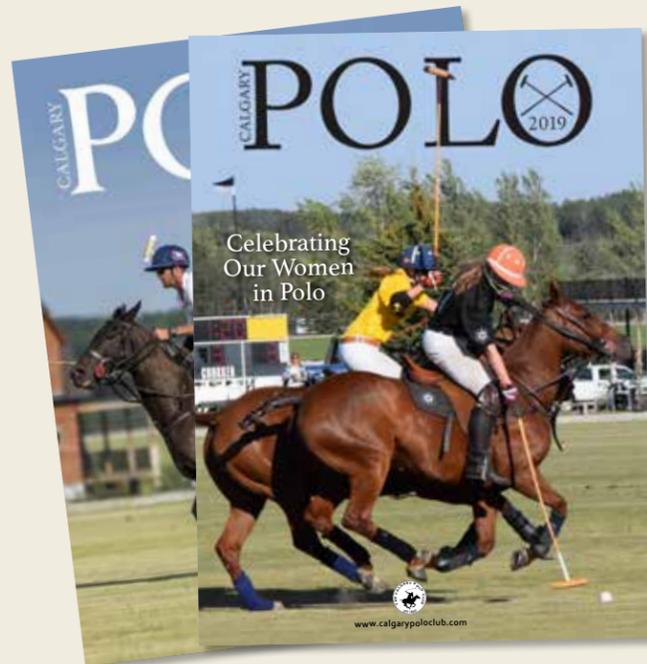
.....\$850.00

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

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.westernhorserreview.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 29 - July 1 Western Canadian Polo Tournament / Rex Ferguson Cup 4 Goal

JULY SCHEDULE

- 1 Canada Day Match Games 4 Goal
- 1 Fish Creek Centre Polo 4 Goal
- 4-7 American Day Cup Finals 4 Goal
- 15-16 Mike Ferguson Cup 4 Goal
- 15-16 J.B. Cross Cup Finals 4 Goal
- 16-17 J.P. Cup 4 Goal
- 18-20 J.C. Palmer Memorial 4 Goal
- 20 A Fine Match for Memorial Health 4 Goal
- 23-26 Grigg Cup 4 Goal

AUGUST SCHEDULE

- 3-5 Calgary Cup 4 Goal
- 5-6 Rex Ferguson Cup 4 Goal
- 8-9 Arena Cup For Owners & Employees 4 Goal
- 16-17 Mike Ferguson Cup 4 Goal
- 16-18 J.B. Cross Cup 4 Goal
- 16-18 J.C. Palmer Memorial Cup 4 Goal
- 16-18 Western Open, Entry Fee \$12,000 4 Goal
- 17 Canadian Open 4 Goal
- 24-25 Rex Ferguson Cup 4 Goal

WINNERS CIRCLE 4 Goal Tournaments

<h4>CALGARY CUP</h4> <p>Winners Remax</p> <p>Naheha Belle, Cayle Ferguson, Gordon Ross, Matt Schneider</p> <p>Runners up Somerset Elyse Ferguson, Heidi Clark, Loraine Robertson, Lindsay Tynes</p>	<h4>J.C. PALMER MEMORIAL TOURNAMENT</h4> <p>Winners Wilczard</p> <p>Bryan McMillan, Cam McMillan, John Hocking, Air Rourke</p> <p>Runners up BO & P James Kidd, Sam Tarnes, Russell Stelmach, Mitch Horne</p>
<h4>ROENISCH MEMORIAL CUP</h4> <p>Winners Remax</p> <p>Naheha Belle, Cayle Ferguson, Gordon Ross, Matt Schneider</p> <p>Runners up BO & P James Kidd, Sam Tarnes, Russell Stelmach, Mitch Horne</p>	<h4>USPA OFFICERS CUP / J.B. CROSS CUP</h4> <p>Winners Remax</p> <p>Naheha Belle, Cayle Ferguson, Gordon Ross, Matt Schneider</p> <p>Runners up BO & P Mitch Horne, Russell Stelmach, Sam Tarnes, James Kidd</p>



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!**"

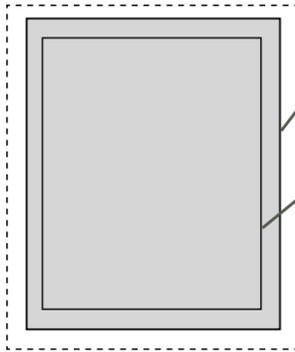
- Richard Coté, 2018 President, Calgary Polo Club



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WESTERN HORSE REVIEW

www.westernhorsereview.com



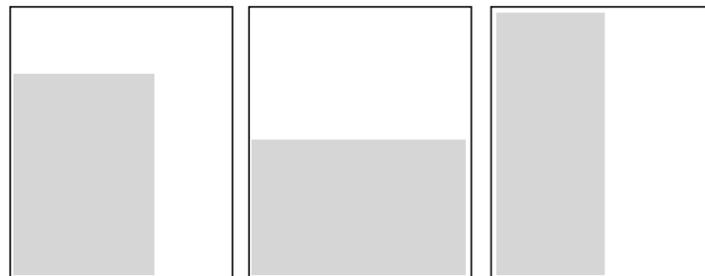
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Full Page

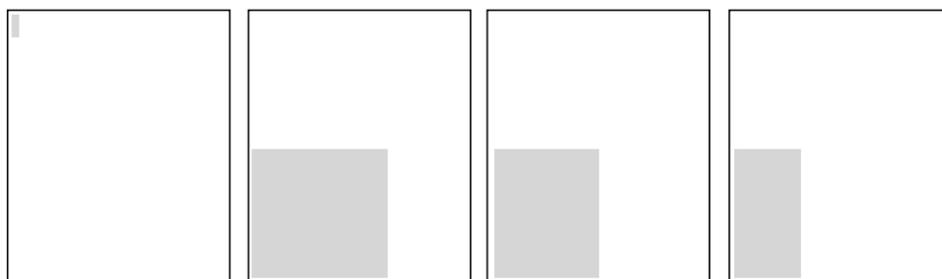
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Bleed size 8.5" x 11.25"
Image size 7" x 9.92"

Closing Dates

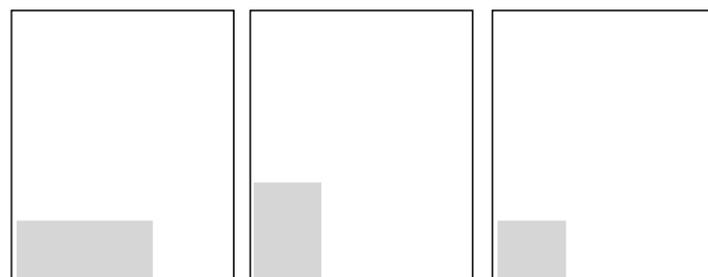
ISSUE	BOOKING	MATERIAL DATE
Jan/Feb:	Dec. 1	Dec. 4
March/Apr:	Jan. 20	Jan. 25
May/June:	Mar. 24	Mar. 31
July/Aug	May 26	June 2
Sep/Oct	July 21	July 28
Nov/Dec	Sept. 25	Sept. 29



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 2023

	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

	1X	3X	6X	
Premium	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



SALMON LETTUCE WRAPS
BY MARI EDGAR

THE RURAL ALBERTA ADVANTAGE
BY JENN WEBSTER

THE NRHA'S NEW DRUG POLICY
BY MONIQUE NORBLE

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WESTERN HORSE

REVIEW

Swimming with Horses

YAK Ranching

Meet 3 First Responders
Who Find Solace in the Saddle

NOV / DECEMBER 2021
\$5.95 PRINTED IN CANADA
ISSUE # 100

ADVERTISING: 403-250-1128
EDITORIAL: 403-861-2609
www.westernhorsereview.com

KIDS & BRANDINGS
BY JENN WEBSTER

MAPLE PECAN PIE
BY MARI EDGAR

RAISING CHICKENS
BY NICK SHIPLEY

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WESTERN HORSE

REVIEW

7 WAYS TO WEAR A WILD RAG

RODEO ROAD TRIP

CALGARY STAMPEDE RANCH GIRLS

PLUS
ALBERTA'S LARGEST WATER TROUGH

MAY/JUNE 2022
\$5.95 PRINTED IN CANADA
ISSUE # 101

ADVERTISING: 403-250-1128
EDITORIAL: 403-861-2609
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Freedom Rains
BY MONIQUE NORBLE

The Science of Equine Sleep
BY DR. JOSEPH BERTONE

Homesteading 101
BY JENN WEBSTER

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REVIEW

Growing with Grief

THE TY POZZOBON FOUNDATION

COWBOY CURLING

The Tireless Ambition of
A YOUNG TRICK RIDER

CALL OF THE CAROUSEL

SPRING 2022
\$5.95 PRINTED IN CANADA
ISSUE # 102

ADVERTISING: 403-250-1128
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Extreme Cowgirls Compete in Texas
BY MONIQUE NORBLE

Winter Laminitis
BY ALEXSIA ALABRES

Horsemanship • Culture • Style

WESTERN HORSE

REVIEW

CHAMPIONSHIP SHOWCASE

Year-End Canadian Show Highlights

BARN BLISS

A Southern Alberta Stable That Doubles as a Retreat

Jingle all the way
Your Guide to a Western-Styled Christmas.

NOVEMBER 2021
\$5.95 PRINTED IN CANADA
ISSUE # 99

ADVERTISING: 403-250-1128
EDITORIAL: 403-861-2609
www.westernhorsereview.com

Western Foodie: Spiced Squash Soup
BY MARI EDGAR

An Ode to My Farrier
BY GIL MCGINNIS

The Mules' Contribution to Civilization
BY DENISE MACKAY

Horsemanship • Culture • Style

WESTERN HORSE

REVIEW

Red Hott Cat
Canada's Triple Threat
Talent, Temperament & Striking Appeal

BARREL RACER, CARMAN POZZOBON
Doesn't Let Multiple Sclerosis Slow Her Down

WESTERN WEDDINGS
Country Couples Run to the Alter

JUNE 2022
\$5.95 PRINTED IN CANADA
ISSUE # 100

ADVERTISING: 403-250-1128
EDITORIAL: 403-861-2609
www.westernhorsereview.com

Canada's Ambassadors
Outlaw
BY MARI EDGAR

Diary of a Police Trail Ride Guide
BY MARI EDGAR

Great Autumn
BY MARI EDGAR

Horsemanship • Culture • Style

WESTERN HORSE

REVIEW

Throw an Equestrian Halloween

TONGUE PIERCINGS
NOT FOR HORSES

MEET CANADA'S REAL-LIFE VERSION OF
YELLOWSTONE

SEPTEMBER 2021
\$5.95 PRINTED IN CANADA
ISSUE # 98

ADVERTISING: 403-250-1128
EDITORIAL: 403-861-2609
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Horsemanship • Culture • Style

WESTERN HORSE

REVIEW

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