

Horsemanship • Culture • Style

# WESTERN HORSE

REVIEW 

2023  
MEDIA KIT



[westernhorsereview.com](http://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.

*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**  
+313,000 Followers



**Instagram**  
+12.6K followers



**Pinterest**  
+667.8k Monthly Views



## 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**.



# 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.

# 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.”



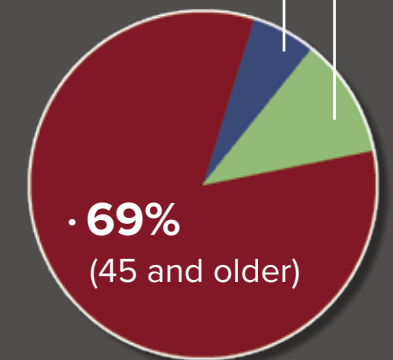
## WESTERN HORSE REVIEW READERS ARE...

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.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.

2019  
TOURNAMENTS &  
SOCIAL EVENTS



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

JUV SCHEDULE

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Canada Day Match Games  
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August 23 Lobster Dinner



WINNERS CIRCLE  
4 Goal Tournaments

CALGARY CUP  
Winners | Remax



Runners up | Somerscot  
Ryley Fargus, Heidi Clark, Lorne Robertson, Lindsey Trott

JC PALMER MEMORIAL TOURNAMENT  
Winners | Blizzard



Runners up | B&B & P  
James Kidd, Saul Terrell, Russell Stennett, Mitch Horne

ROENISCH MEMORIAL CUP  
Winners | Remax



Runners up | B&B & P  
James Kidd, Saul Terrell, Russell Stennett, Mitch Horne

USPA OFFICERS CUP / JB CROSS CUP  
Winners | Remax

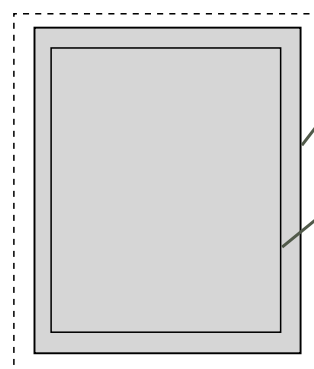


Runners up | B&B & P  
Mitch Horne, Russell Stennett, Saul Terrell, James Kidd

*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*





**Full Page**

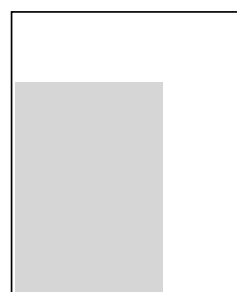
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Bleed size 8.5" x 11.25"  
Image size 7" x 9.92"

**Full Page**

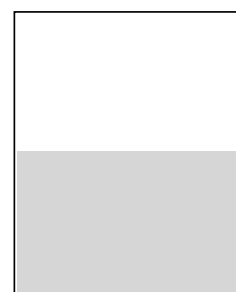
Trim Size 8" wide x 10.75" high

**Closing Dates**

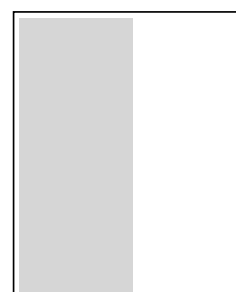
ISSUE	BOOKING	MATERIAL DATE
Jan/Feb:	Dec. 1	Dec. 4
March/Apr:	Jan. 20	Jan. 25
May/June:	Mar. 24	Mar. 31
July/Aug	May 26	June 2
Sep/Oct	July 21	July 28
Nov/Dec	Sept. 25	Sept. 29



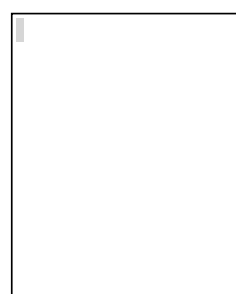
**1/2 Island**  
4.583" x 7.5"



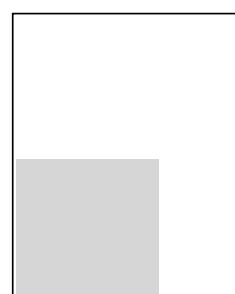
**1/2 Horizontal**  
7" x 4.875"



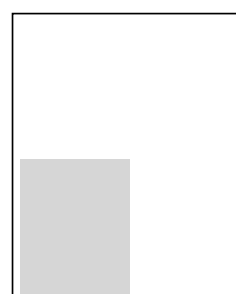
**1/2 Vertical**  
3.375" x 9.92"



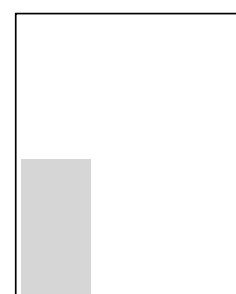
**1/3 Vertical**  
2.167" x 9.92"



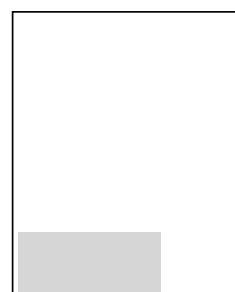
**1/3 Island**  
4.583" x 4.875"



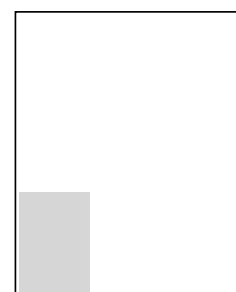
**1/4 Vertical**  
3.375" x 4.875"



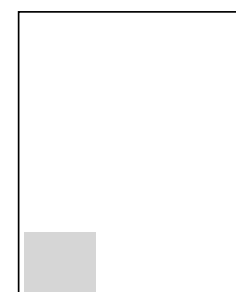
**1/6 Vertical**  
2.167" x 4.875"



**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

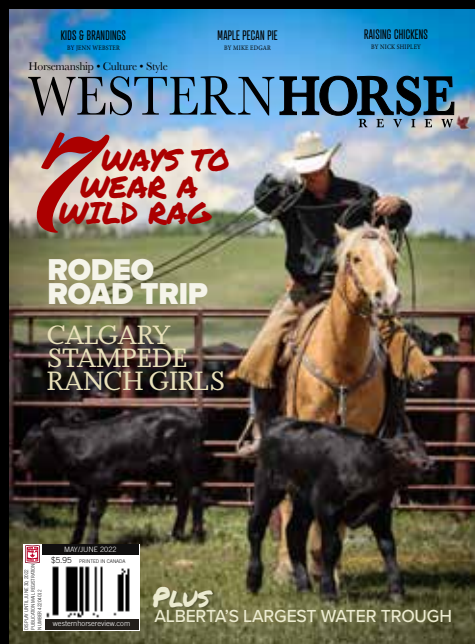
**Premium**

	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







Horsemanship • Culture • Style

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REVIEW

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