

30
Years

Horsemanship • Culture • Style

WESTERN HORSE

REVIEW 



2024 MEDIA KIT



Now in its 30th 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
+308K Followers



Instagram
+14.1K followers



Pinterest
+667.8k Monthly Views



Tik Tok
+125K Likes, with some reels reaching as high as +517K views!

* Our entire audience above has been achieved organically!



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.





Highlighting Canadian life in the West.



I just picked up a copy of *Western Horse Review*. Please pass along my admiration to the WHR team for the work they are producing! It's lovely and you guys have a new subscriber. Really well done on so many levels! Something our Canadian industry can sure be proud of...

- Jonathan Field

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.”

OUR PARTNERS

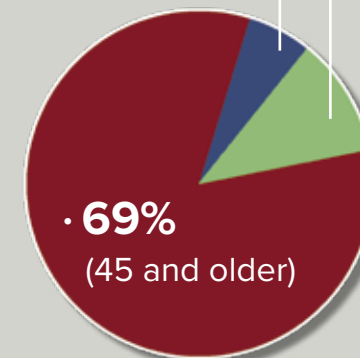


WESTERN HORSE REVIEW READERS ARE...

Owners with Means
HOUSEHOLD INCOME
• 65% over \$60,000

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

30 WHR

YEARS

Bringing you Western Lifestyle news since 1993



1993



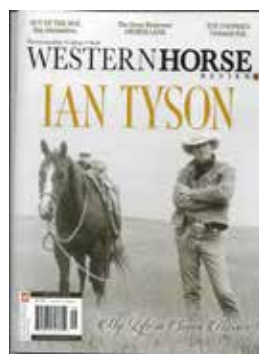
1999



2008



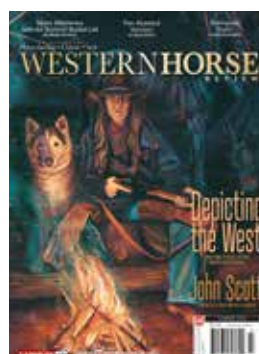
2009



2015



2016



2023



Twisted Tree Photography

JANUARY/FEBRUARY EDITORIAL FEATURES

- Winter Fashion
- Brumbies to Bareback Championships
- CFR Highlights
- Skijor
- Reining Alberta's 30th Anniversary

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



MARCH/APRIL EDITORIAL FEATURES

- Corb Lund Exclusive
- Hard to Breed Mares
- Feedlot Fashion
- Brands
- Rodeo Athlete Health

CLOSING DATE: FEBRUARY 16, 2024
MATERIAL IN: FEBRUARY 20, 2024

SPECIAL ADVERTISING REPORTS

- Spring Sale Guide
- Equine Supplements
- Complimentary Equine Therapies

ADDITIONAL EVENT DISTRIBUTION
Horse Expo Canada, Red Deer, AB



MAY/JUNE EDITORIAL FEATURES

- Finding Quality Hay
- Western Art
- Trailer Talk
- High School Rodeo

CLOSING DATE: MARCH 25, 2024
MATERIAL IN: MARCH 31, 2024

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**

- Summer Getaways
- Stampede Fashion
- Equine Business – Let's Talk Commissions
- Creating Your Ultimate "Pay Ground" with Arena Footing

CLOSING DATE: MAY 27, 2024
MATERIAL IN: JUNE 3, 2024

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

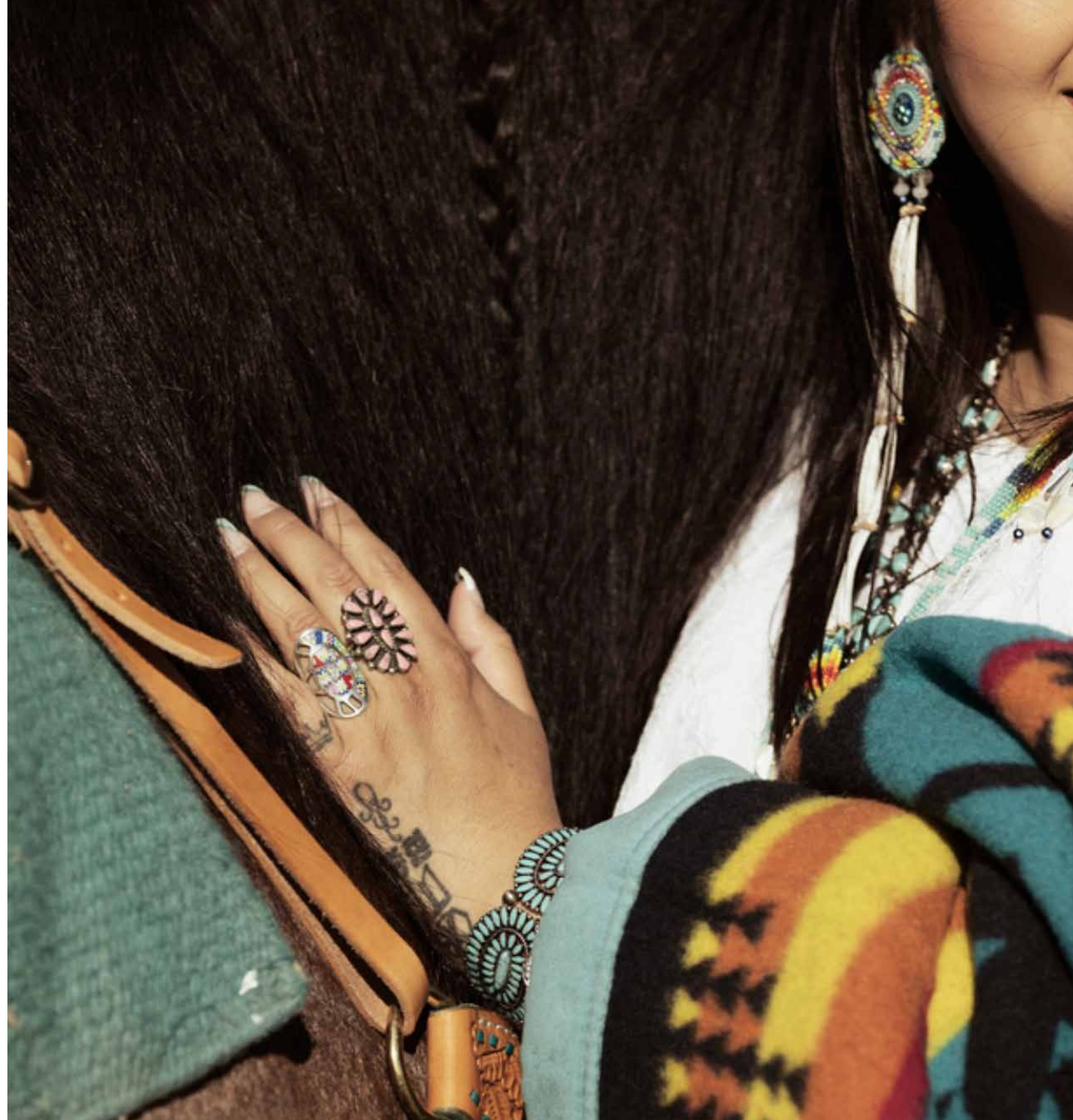


**SEPTEMBER/OCTOBER
EDITORIAL FEATURES**

- Tack Talk
- Western Art Showcase
- Potomac Horse Fever
- Future Stars – The Youth of our Industry
- Profile on Trick Riding

CLOSING DATE: JULY 8, 2024
MATERIAL IN: JULY 29, 2024

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 23, 2024
MATERIAL IN: SEPTEMBER 29, 2024



SOCIAL MEDIA



With over 308,000 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 Leah Lazic Media!

Video Package

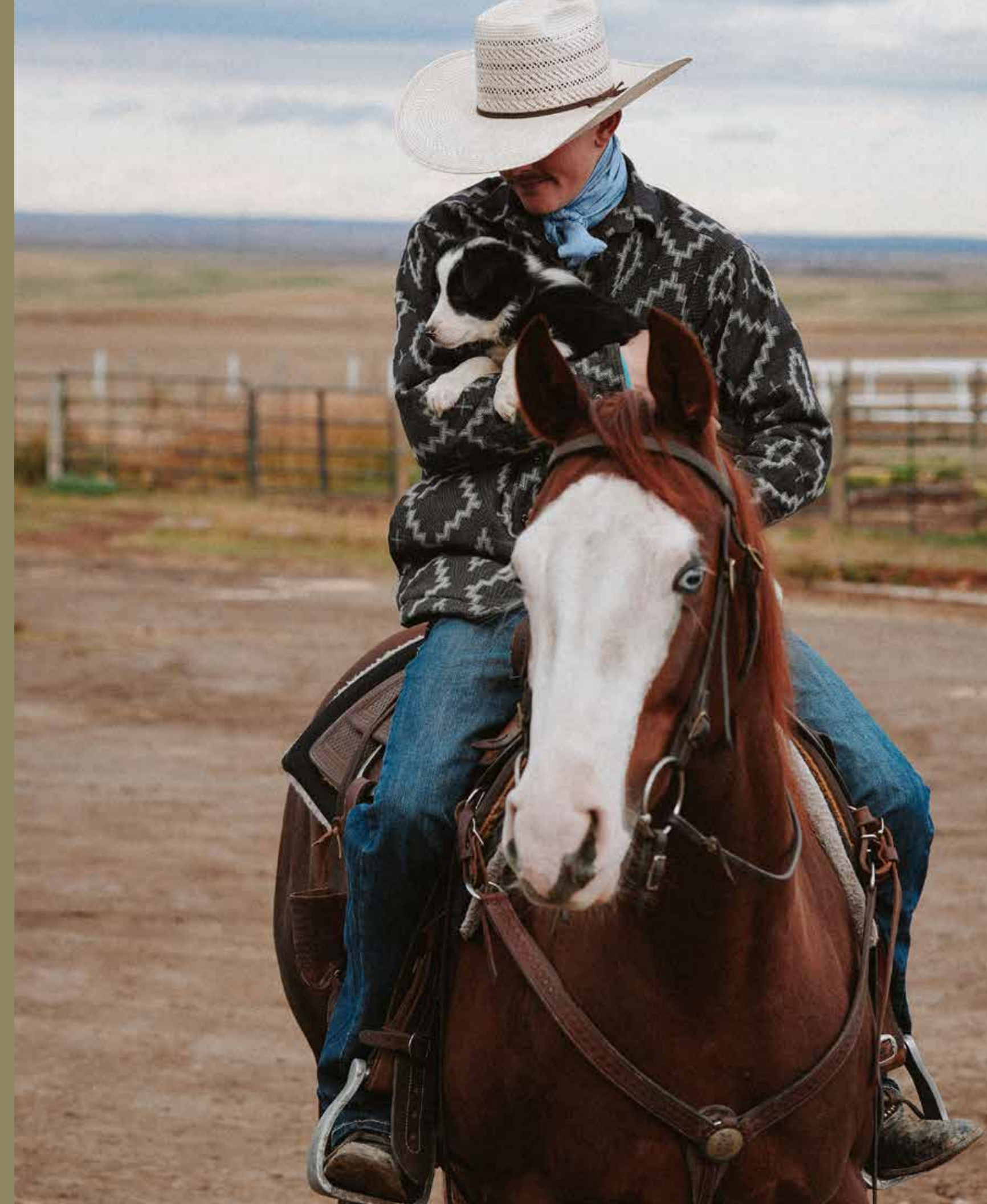
30-second Ad Video
 (Edited to upload to client's own Instagram, TikTok and / or Facebook & Placed on WHR's social media channels.)
 \$600



Video & Photo Package

30-second Ad Video
 (Edited to upload to client's own Instagram, TikTok and / or Facebook & Placed on WHR's social media channels.)
 +30 Edited Still Photos (Taken at time of recording)
 \$650

*Travel fee may be required, starting at 25kms outside of the Okotoks, AB, limits.



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

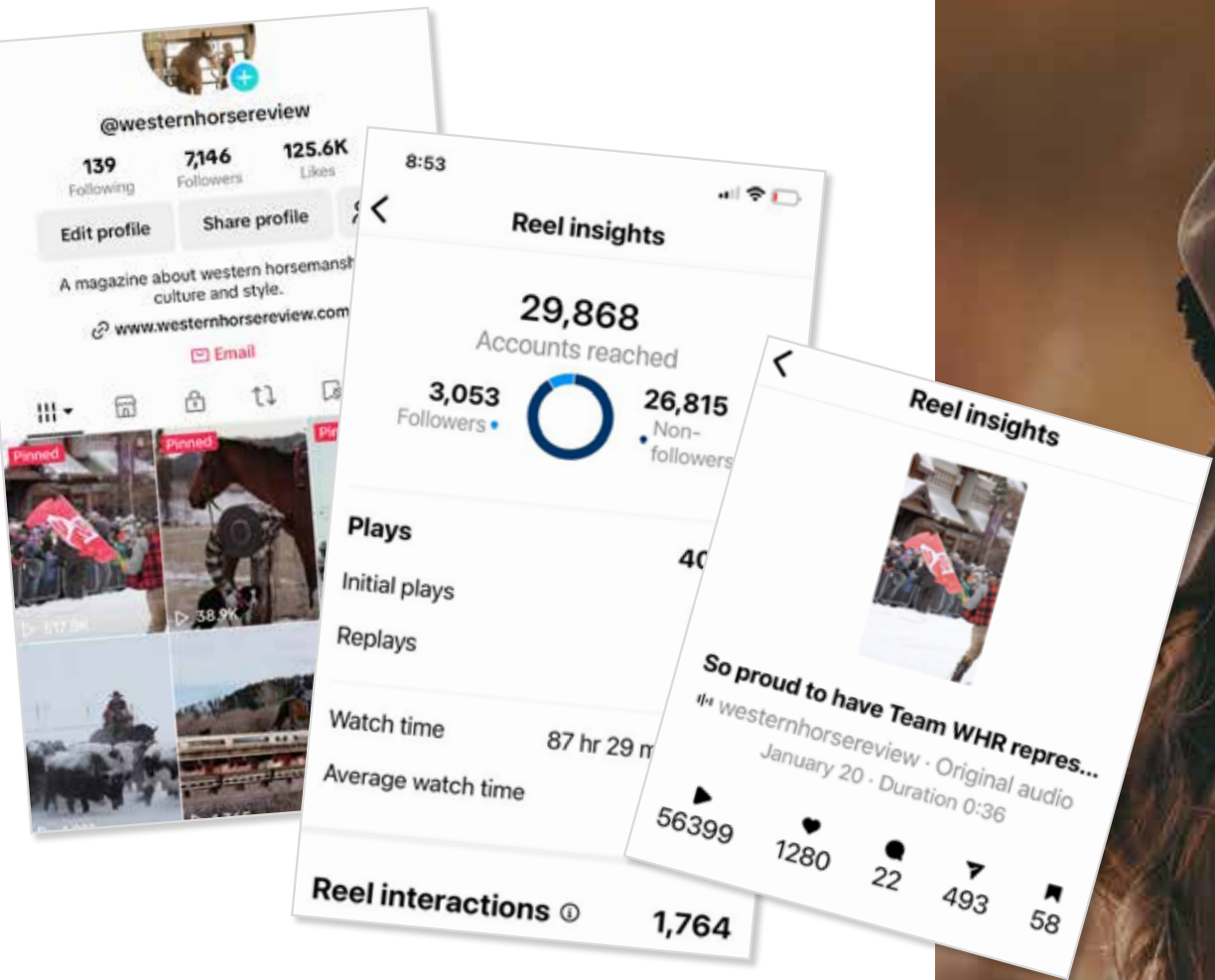
HOME PAGE TAKEOVER

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



At *WESTERN HORSE REVIEW*, we are horse people ourselves. We understand the unique language and culture of the western horse industry, and we can ensure an authentic connection for your brand to our audience!



THE WHR SOCIAL MEDIA PLATFORMS GUARANTEE:

- Authenticity
- Compelling Storytelling
- Engaging Content

Some of our reels have proven to reach Top Metrics!

59.3% of the world's population is now active on social media.

However that being said, this also means content saturation, user engagement fatigue and it's easy for businesses to go over budget.



TAKE ADVANTAGE OF OUR HIGHLY ENGAGED SOCIAL MEDIA AUDIENCE AND PACK YOUR BRAND WITH A PUNCH, BY COMBINING THE POWER OF PRINT + DIGITAL CONTENT!

Our fans and audience give your business a place to belong and empowerment for your brand. Businesses that partner with *Western Horse Review* will benefit from unique content that can reach distinct audiences and engage people in new ways.

PACKAGE 1

- Website Banner - (Regular \$290)
- FB + Insta + TikTok post - (Regular \$75 ea.)
- Blog - (Regular \$375)
- Eblast - (Regular \$495)
- Video - (Regular \$600)
- Prime Ad Print Placement in *WHR* - (Regular \$2,635)
- TOTAL \$4,620
- Instead is \$3,000
- (*Total savings of \$1,620!)

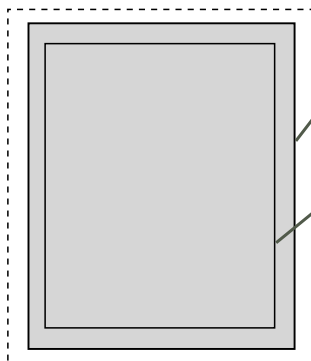
PACKAGE #2

- FB + Insta + TikTok post - (Regular \$75 ea.)
- Eblast - (Regular \$495)
- 1/2 Page Ad - (Regular \$1,344)
- TOTAL \$2,064
- Instead is \$1,500
- (*Total savings \$564!)

PACKAGE 3

- FB + Insta + TikTok post - (Regular \$75 ea.)
- 1/4 Page Ad - (Regular \$894)
- TOTAL \$1,119.
- Instead is \$600
- (*Total savings \$519!)

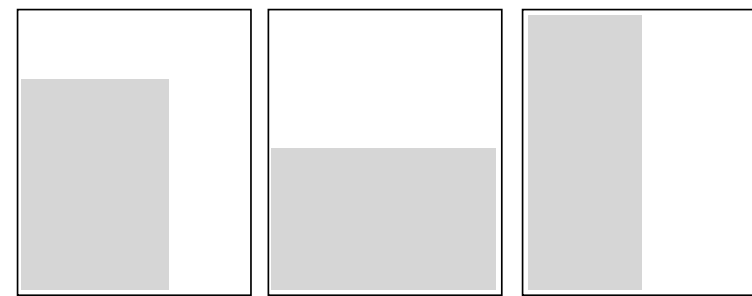
Our print media gives credibility to your brand. Our social media adds engagement, a broader reach, entertainment and fun. Empower your brand! Contact us at *WHR* today advertising@westernhorsereview.com



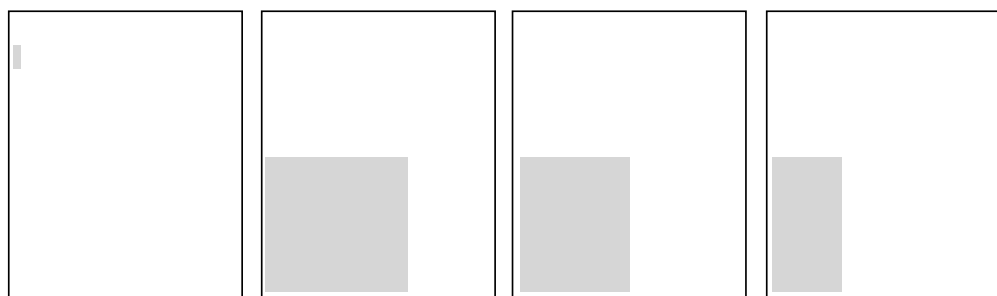
Full Page
 Trim Size 8" wide x 10.75" high

Closing Dates

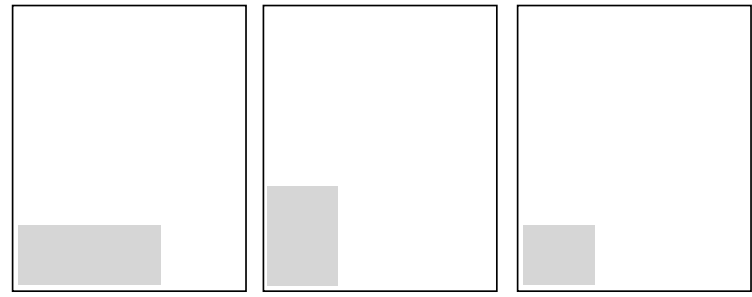
ISSUE	BOOKING	MATERIAL DATE
Jan/Feb:	Dec. 1	Dec. 4
March/Apr:	Feb 16	Feb 19
May/June:	Mar.24	Mar. 31
July/Aug	May 27	June 3
Sep/Oct	July 22	July 29
Nov/Dec	Sept. 23	Sept. 27



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"

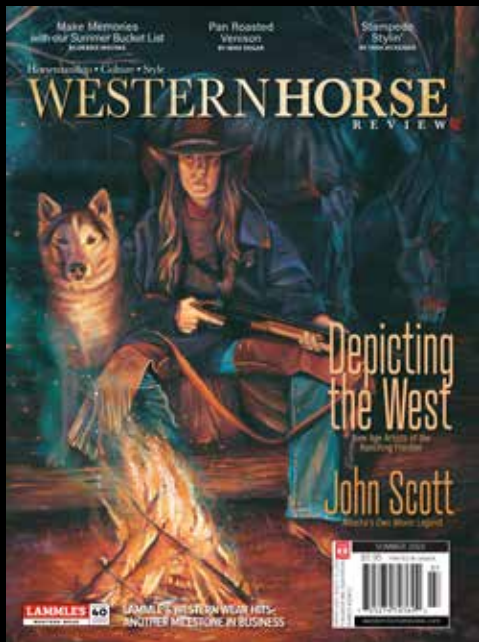
RETAIL RATES 2024

	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





Horsemanship • Culture • Style

30 Years WESTERN HORSE REVIEW

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