

Horsemanship • Culture • Style

# WESTERN HORSE

**MORE THAN JUST A PRINT PUBLICATION!** R E V I E W 



**We are Canadian.  
We are Small Business.  
We Know Horses.  
AND We are Dedicated to You!**



*2025 MEDIA KIT*



Now in its 31st 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**  
+14.3K followers

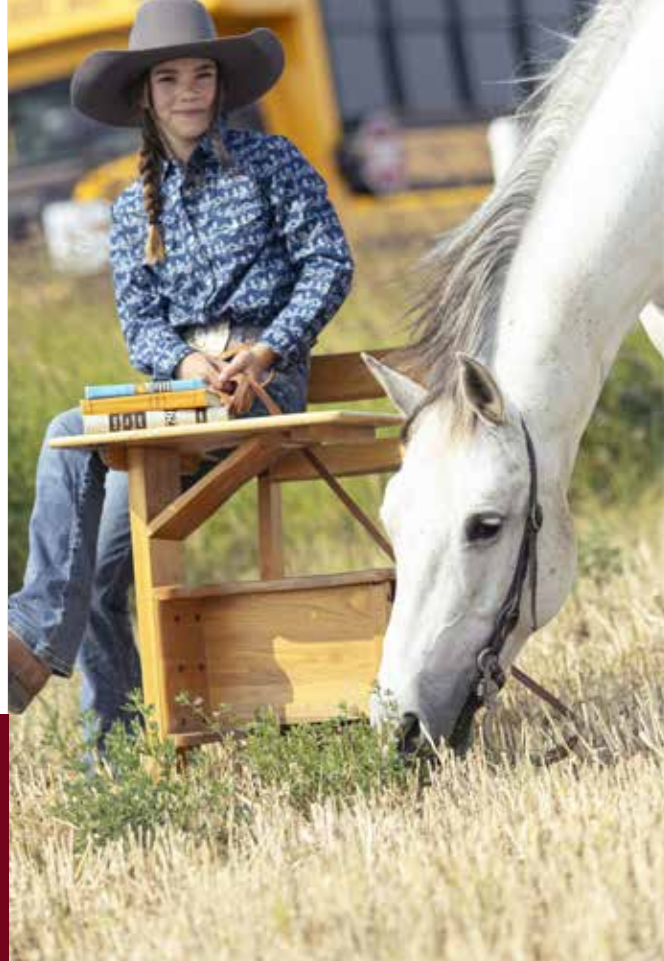


**Pinterest**  
+667.8k Monthly Views



**Tik Tok**  
+136.7K Likes, with some reels reaching as high as +561.5K

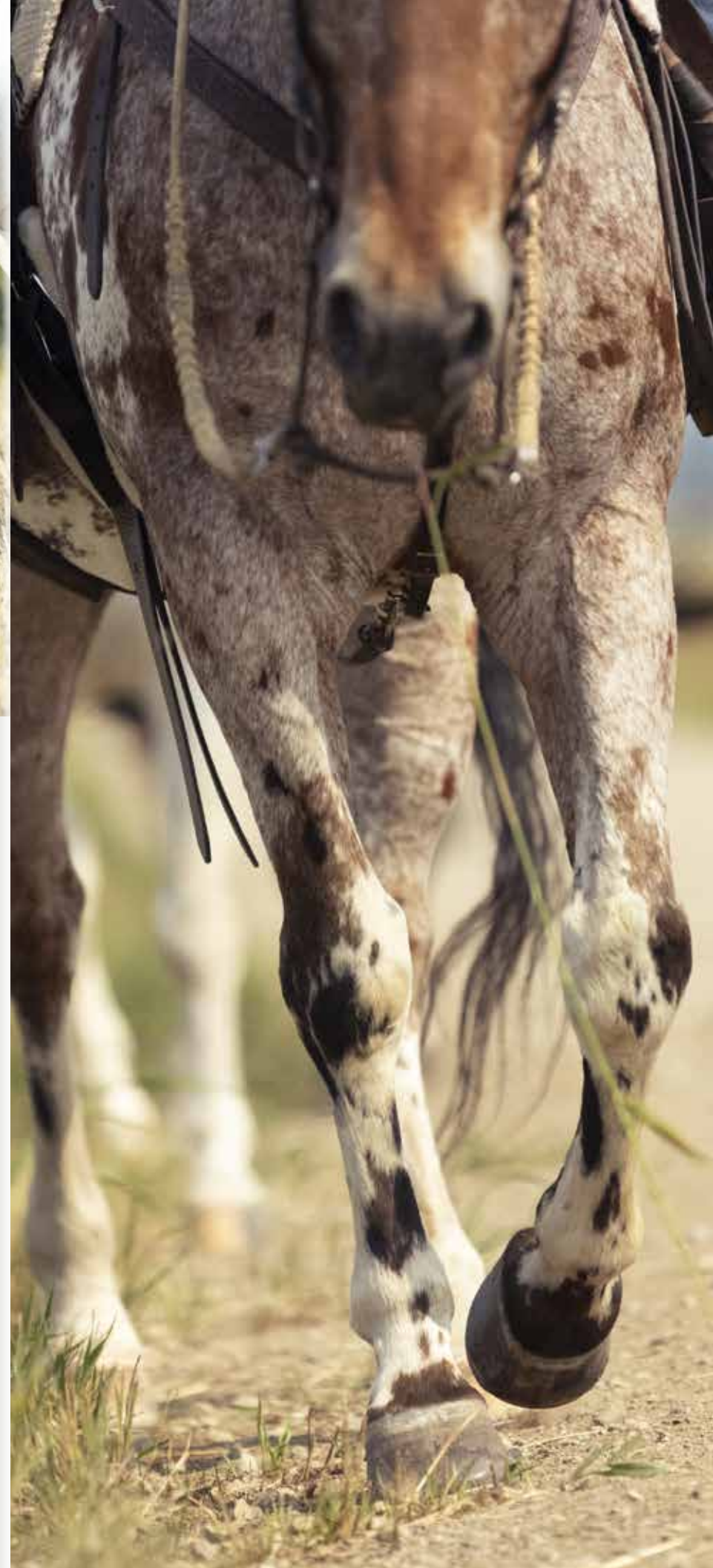
\* Our entire audience above has been achieved organically!



## 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.”*

## PARTNERSHIPS

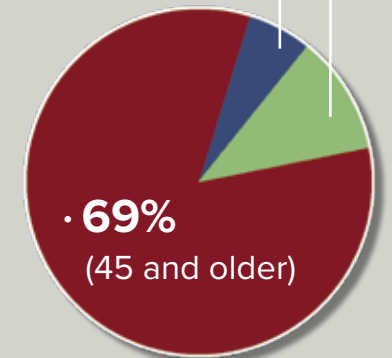


### WESTERN HORSE REVIEW READERS ARE...

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



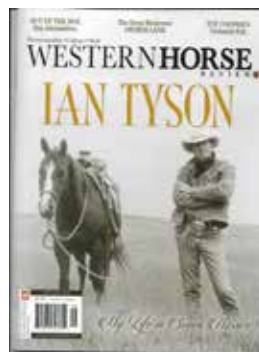
1999



2008



2009



2015



2016



2023



Twisted Tree Photography

## JANUARY/FEBRUARY EDITORIAL FEATURES

- Annual Stallion Issue
- Exclusive with Reining's 1st Lady, Kaci O'Rourke
- Let's Talk DNA

CLOSING DATE: JANUARY 31, 2025  
MATERIAL IN: FEBRUARY 10, 2025



## MARCH/APRIL EDITORIAL FEATURES

- Massage with the Masterson Method®
- What to Pack for an Emergency on the Trail
- Foaling Feature
- Spotlight on Ranch Riding

CLOSING DATE: FEBRUARY 16, 2025  
MATERIAL IN: FEBRUARY 20, 2025

- SPECIAL ADVERTISING REPORTS
- Spring Sale Guide
  - Equine Supplements
  - Complimentary Equine Therapies

ADDITIONAL EVENT DISTRIBUTION  
Horse Expo Canada, Red Deer, AB



## MAY/JUNE EDITORIAL FEATURES

- Celebrating 40 Years of the Calgary Stampede Showriders
- Western Art
- Trailer Talk – Are you Road Ready?

CLOSING DATE: MARCH 25, 2025  
MATERIAL IN: MARCH 31, 2025

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**

- Holidays with Horses!
- Back to School Fashion
- Equine Business – Let's Talk Commissions

**CLOSING DATE: MAY 27, 2025  
MATERIAL IN: JUNE 3, 2025**

**ADDITIONAL EVENT DISTRIBUTION**  
Calgary Stampede, Calgary, AB  
The Xibition, Calgary, AB  
Festival Western De St.Tite, St. Tite, QC



**SEPTEMBER/OCTOBER  
EDITORIAL FEATURES**

- Creating Your Ultimate "Pay Ground" with Arena Footing
- Rider Down! How to Deal with Emergencies in the Barn
- Designing an Equine Property

**CLOSING DATE: JULY 8, 2025  
MATERIAL IN: JULY 29, 2025**

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



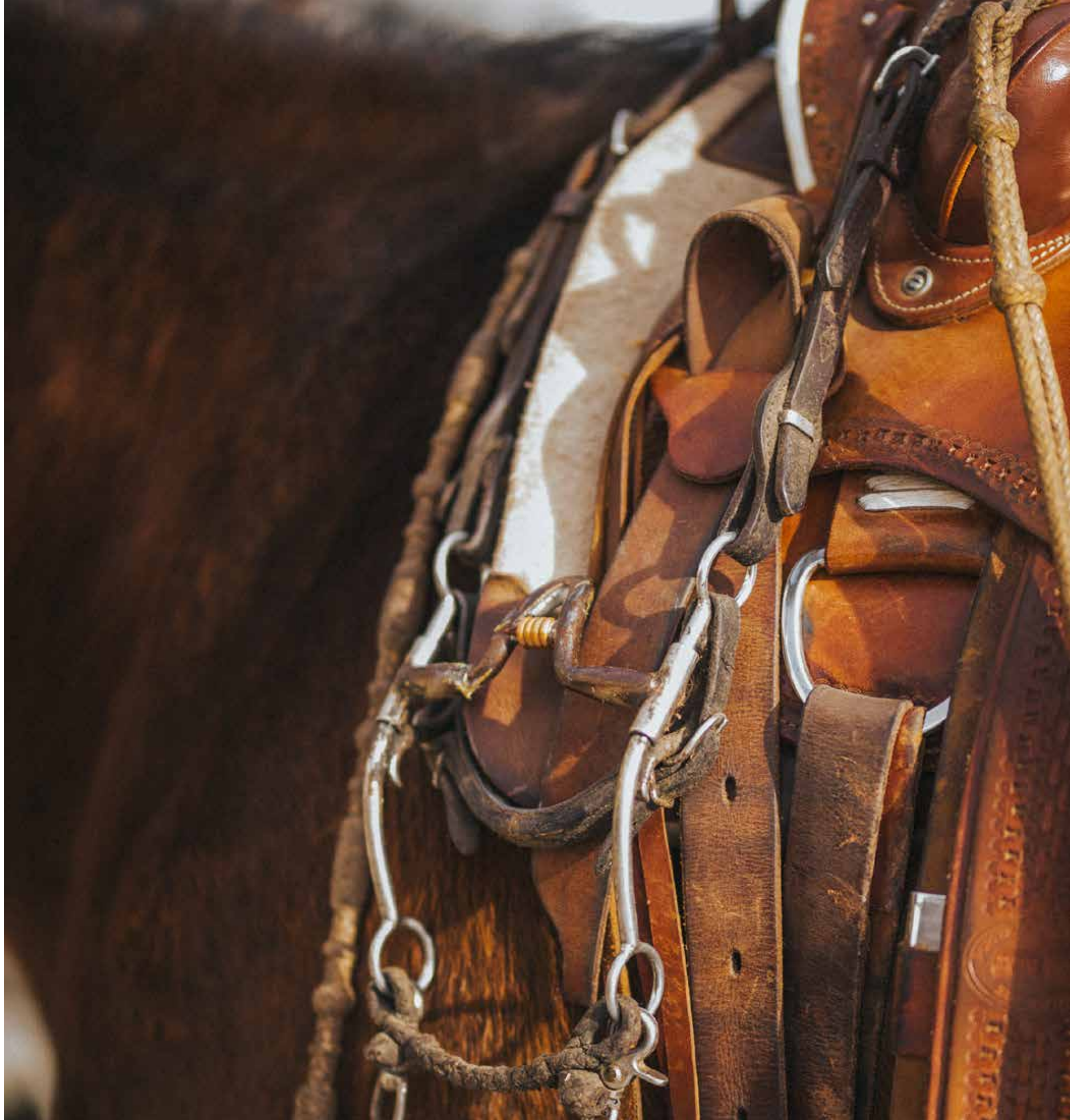
**NOVEMBER/DECEMBER  
EDITORIAL FEATURES**

- Special Edition Championship Issue
- Christmas Gift Ideas

**CLOSING DATE: SEPTEMBER 23, 2025  
MATERIAL IN: SEPTEMBER 29, 2025**



**30** **WHR**  
YEARS



# 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

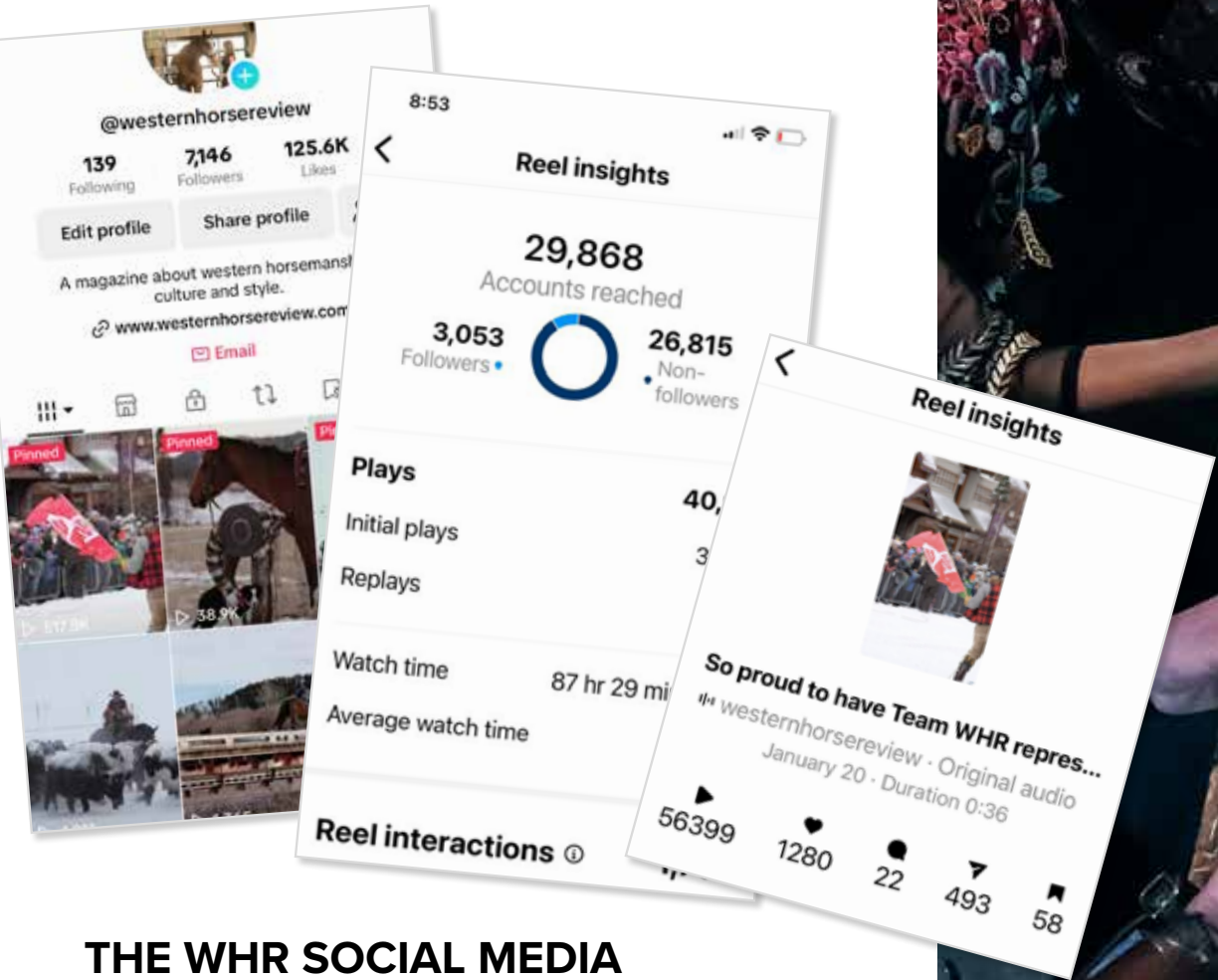
### HOME PAGE TAKEOVER

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!



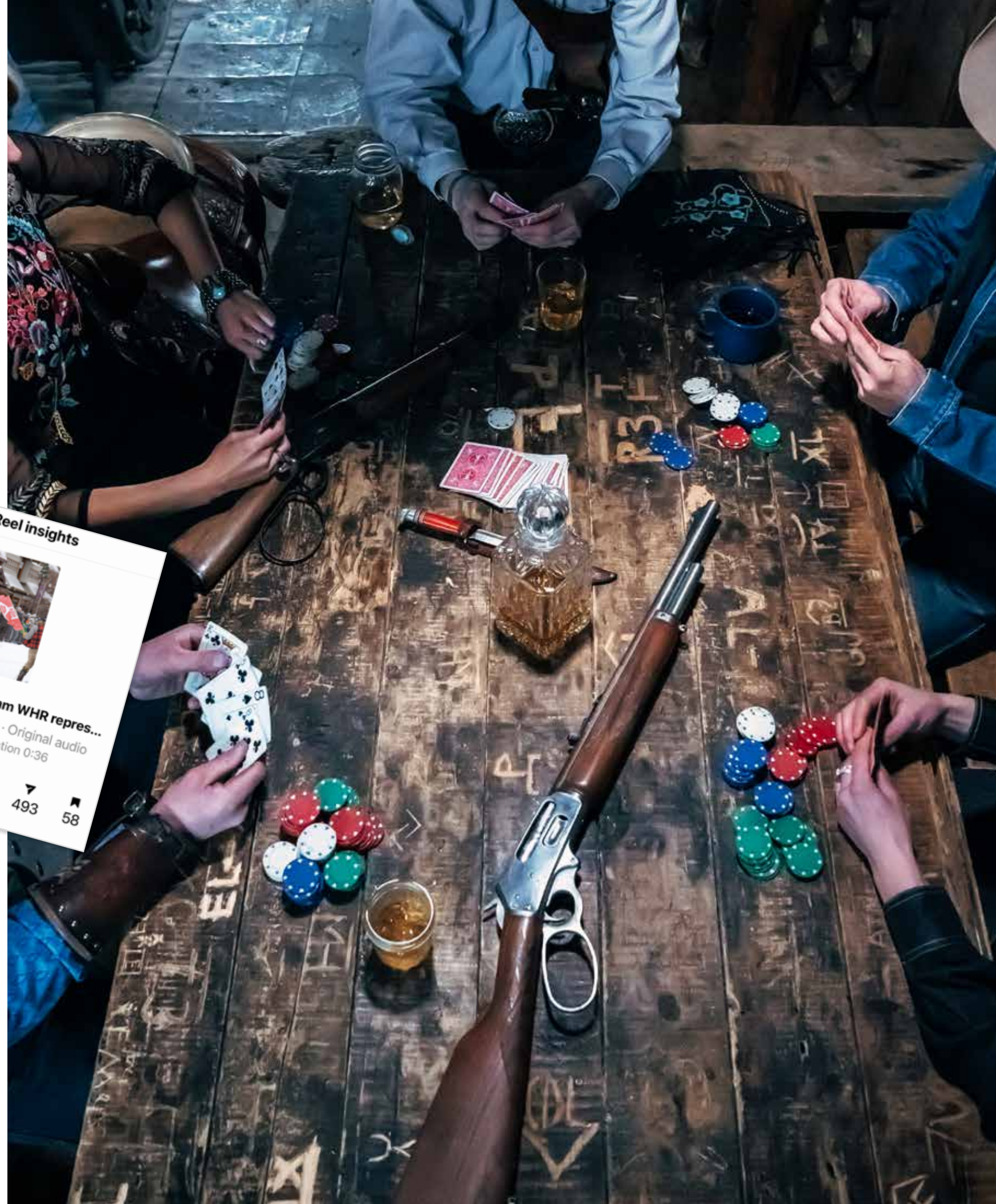
### THE WHR SOCIAL MEDIA PLATFORMS GUARANTEE:

- 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. We can keep you on track, in your target market and on 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

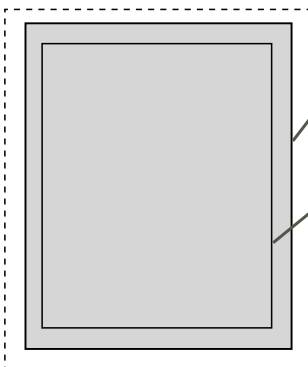
- FB + Insta + TikTok post - (Regular \$75 ea.)
- 1/4 Page Ad - (Regular \$894)
- TOTAL \$1,119
- Instead is \$600
- (\*Total savings \$519!)

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](mailto:advertising@westernhorsereview.com)

Horsemanship • Culture • Style

# WESTERN HORSE REVIEW

[www.westernhorsereview.com](http://www.westernhorsereview.com)



### Full Page

Trim Size 8" wide x 10.75" high

### Full Page

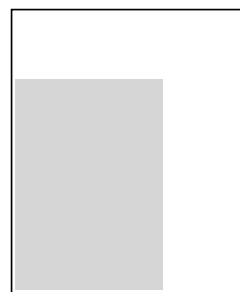
Trim Size 8" x 10.75"

Bleed size 8.5" x 11.25"

Image size 7" x 9.92"

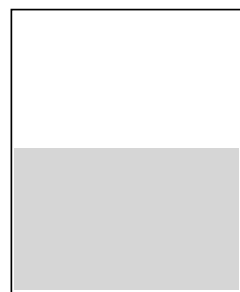
### Closing Dates

| ISSUE      | BOOKING  | MATERIAL DATE |
|------------|----------|---------------|
| Jan/Feb:   | 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      |



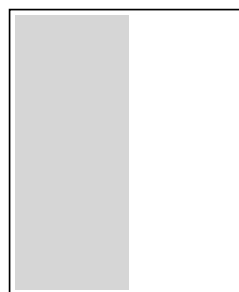
### 1/2 Island

4.583" x 7.5"



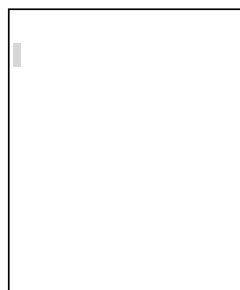
### 1/2 Horizontal

7" x 4.875"



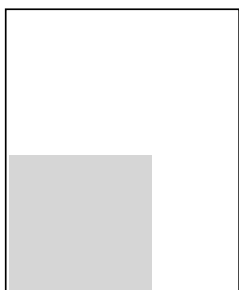
### 1/2 Vertical

3.375" x 9.92"



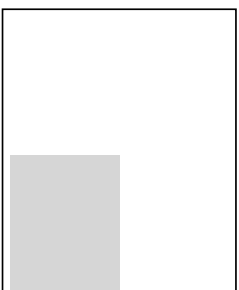
### 1/3 Vertical

2.167" x 9.92"



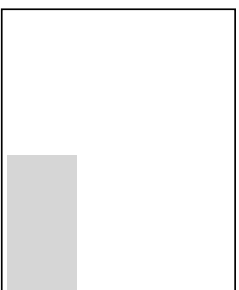
### 1/3 Island

4.583" x 4.875"



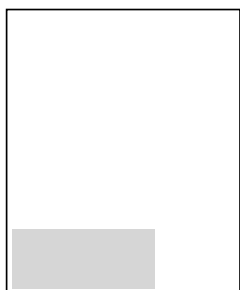
### 1/4 Vertical

3.375" x 4.875"



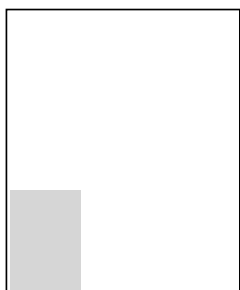
### 1/6 Vertical

2.167" x 4.875"



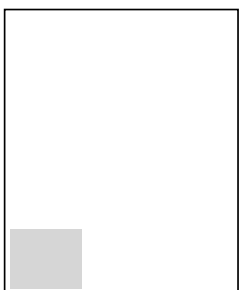
### 1/6 Horizontal

4.583" x 2.25"



### 1/9

2.167" x 3.125"



### 1/12

2.167" x 2.187"

# RETAIL RATES 2025

|                                | 1X               | 3X      | 6X    |       |
|--------------------------------|------------------|---------|-------|-------|
| <b>FULL COLOUR ADVERTISING</b> | <b>Full Page</b> | \$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 403-861-2609







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# WESTERN HORSE

REVIEW 

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