

# Today's HORSE TRADER

MEDIA KIT

Display Advertising  
Stallion Showcase  
Equestrian Property  
Guaranteed Classified Ads

Trainer's Directory  
Breeder's Directory  
Business Profiles  
Calendar of Events

## About Today's Horse Trader

Since 1998, Today's Horse Trader has been providing a monthly magazine that works for every reader by presenting a broad range of topics including training, health, nutrition, human interest, travel and more!

Dedicated readers look to us for our Vet Columns, Regional and Nationwide News, year-round Stallion Showcase, Business Profiles, Breed Profiles, Equestrian Properties and Guaranteed Classified ads.

Unlike most horse magazines that cater to a particular breed, discipline, or style of riding, our broad editorial content generates a large and diverse readership – Readers who are consumers of a broad range of products and services. Our combination of editorial, show and event information, horses for sale and regional equine business makes us the ideal outlet to showcase your products, services, or events.

**Distribution: 20,000-26,000 monthly  
Over 700 locations!**

**Today's Horse Trader is available FREE through over 200 stores in New Mexico, 170 in Colorado, 150 in Arizona and 100 in Texas. The majority of distribution locations cater to the equestrian buyer.**

## Display Advertising

Ad Size (Color & B/W)	12X	6X	3X	1X	Ad Size	Width	Depth
Back Cover	\$1,065	\$1,183	\$1,248	\$1,314	Full Page (Trim Size)**	8.125"	10.75"
Full Page (Preferred Placement*)	\$946	\$1,051	\$1,109	\$1,167	Full Page Image Area**	7.375"	10.125"
Full Page	\$852	\$946	\$998	\$1,051	1/2 Horizontal	7.25"	4.875"
1/2 Page	\$426	\$473	\$499	\$525	1/2 Vertical	3.5"	10"
1/3 Page	\$284	\$315	\$333	\$351	1/3 Vertical	2.25"	10"
1/4 Page	\$213	\$236	\$249	\$263	1/3 Square	4.75"	4.875"
1/6 Page	\$142	\$157	\$166	\$175	1/4 Vertical	3.5"	4.875"
Business Card	\$107	\$118	\$125	\$132	1/4 Horizontal	4.75"	3.5"
					1/6 Vertical	2.25"	4.875"
					1/6 Horizontal	4.75"	2.375"

\*Preferred Placement Ads: Inside Front Cover, Inside Back Cover and Pages 3-5. Contact a sales rep regarding Preferred Positions.

**MECHANICAL REQUIREMENTS:** Advertising copy is preferred electronically as high resolution (300 dpi) PDF or TIFF files. JPEG files saved at the proper resolution are also accepted.

\*\*FULL PAGE ADS: Please allow an additional 1/4 inch on all sides for ads that bleed off the page. DO NOT place any text outside of the Full Page Image Area dimensions (7.375" x 10.125").

# GUARANTEED CLASSIFIED ADVERTISING

***If the item does not sell the first month, we'll run it the next month for FREE.  
AND it's on our web site for those months!***

Advertiser must call before the first day of the month you want the ad to rerun. Ads are not rerun unless you call. Ads must be run under the guarantee in consecutive months (ex: August, September). Ads in the following categories are NOT GUARANTEED: Business, Instruction and Services, Wanted, Real Estate, and all ads with multiple items for sale.

## New Products Department:

Get special attention for new products and services.

## Premium Placement:

Put your advertising where Reader's eyes land first.

## Stallion Showcase

6X      3X      1X

\$106/mo   \$118/mo   \$132/mo

12 Months paid in  
advance only \$964!  
SAVES OVER \$300!

Our year-round Stallion Showcase offers stallion owners and breeders an advertising venue for one month or an entire year. Stallion Showcase ads are prepared by the THT art department and contain one color photo and up to 50 words of text.

## Equestrian Property

Advertise in this special section dedicated to showcasing equestrian properties. Take advantage of our ability to reach horse people in both rural and urban areas as more and more people are relocating and looking for the perfect horse property. This section includes display and classified advertising.

## Breeder and Trainer Directories: \$240 for 12 months!

Includes listing on our THT website.

**CAMERA READY ADS:** Camera ready ads must be digital files built to exact ad size and saved in high resolution PDF format (with all fonts embedded) and built as CMYK or all black and 300 dpi at actual size.

**ART CHARGES:** There are no art charges if we build your ad for Today's Horse Trader. Design for ads prepared for other publications, or for ads we prepared for Today's Horse Trader that are sent to other publications, will be billed at the rate of \$70 per hour.

**PAYMENT:** Payment is required in advance for the first ad from new advertisers. We accept checks, MasterCard, Visa, Amex, and Discover cards.

**GUARANTEED CLASSIFIED ADVERTISING:** Sell it the first month or we'll run it a second month for free (restrictions apply). All classified ads are also posted on the web site! Organized by category, classifieds can contain color photos or logos or text only. Experience has shown that color photos of the item you are selling, along with your text, gets better results than text only ads. Many readers will purchase the magazine just for the photo classifieds. Classified ads are \$40.00. Ads can be doubled in size for double the price (\$80) and can contain up to two photos. For details, restrictions and deadlines for classified ads, visit [www.todayshorsetrader.com](http://www.todayshorsetrader.com) or call us at 888-705-3711.

15%  
DISCOUNT

For Recognized  
Advertising Agencies!

This is available to recognized agencies. No other discounts are available in conjunction with the agency discount. Camera ready ads must be supplied in high resolution PDF format.

25%  
DISCOUNT

Clubs, Associations,  
Horse Shows & Events!

We recognize the limited budget of most associations and would like to support their efforts to host successful equestrian events. We try to place these ads in the Calendar of Events section but cannot guarantee placement. No other discounts can be taken in conjunction with this discount.

We Also Offer  
Frequency Discounts

CONTACT US  
TODAY!

Toll-Free: (888) 705-3711

Fax: (661) 253-1725

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Today's  
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TRADER**