



Horse World GAZETTE

The Only Truly All Breed/All Discipline Equine NewsMagazine

2011 Media Kit

Horse World Gazette NewsMagazine Overview

Silverado Publications announced in January 2010 that after 9 years of great success publishing an all breed/all discipline equine newspaper under the name of The Pony Press the publication would now be published under the name Horse World Gazette NewsMagazine. This colorful, well thought out publication is printed bi-monthly and targets horse owners in all breeds and all disciplines. The publication has grown and expanded beyond all expectations. What started out as a community publication has grown into a regional publication with a very diverse readership. A recent reader survey indicates our readers include upper level Dressage Riders, Reiners, Distance Riders, Breeders, and Trail Riders.

The name Horse World Gazette NewsMagazine reflects the scope of the publication today.

Horse World Gazette consistently receives compliments on the quality and content of the publication. Our readers relate to our publication because we are horse owners ourselves. We also receive comments about the freshness and originality of the publication. Many readers comment that they have given up their subscriptions to other magazines (that they feel have printed the same tired articles for years) and now subscribe to Horse World Gazette. Readers have expressed that the news-magazine format appeals to them and that is what sets the publication apart from other publications. Advertisers appreciate the fact that they receive a few copies to have at their place of business to give away to their customers and clients, which in turns helps expand the readership.

Horse World Gazette is circulated through paid subscriptions with excess copies delivered to advertisers and other retail outlets as part of our complimentary circulation. Given a choice our readers consistently choose Horse World Gazette because we cover the issues important to all horse owners and they appreciate a publication that still features real journalism. Horse World Gazette offers readers far more than local club news and event calendars. Horse World Gazette seeks out news and writes in-depth articles about horse people across the world.





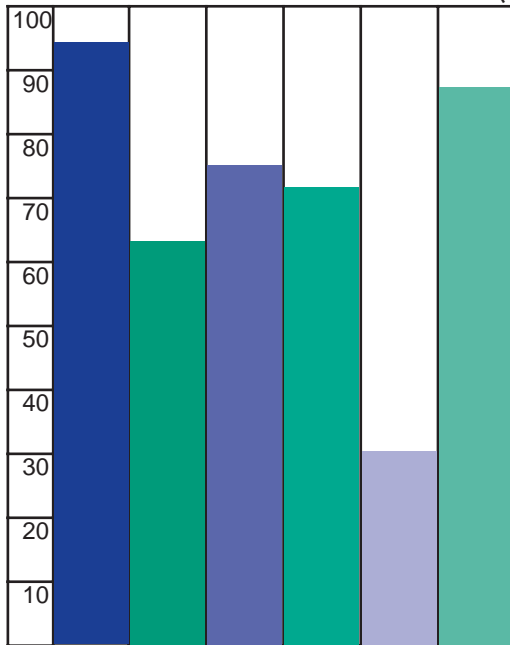
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Readership • Circulation • Features • Contact Information

Horse Owner
\$50,000+ Income
Land Owner
Own Multiple Breeds
Multiple Disciplines
Concerned with Quality Horse Care



Reader Disciplines/Activities:

- Breeding
- Cutting
- Distance
- Dressage
- Hunter Jumper
- Reining
- Showing
- Trail Riding
- Driving

***Maximize your advertising dollar.
Reach this diverse readership in a
seven state region with one buy.***

- Large subscription circulation
- Complimentary copies at advertisers, retail outlets, and equine events.
 - A truly all breed/all discipline publication!
 - Original articles not seen anywhere else!
 - Award winning journalism!
 - Gives our readers "hands-on" access!
 - Available online!
 - A publication with heart & soul!
- Popular publication in popular format!
 - 9 years of publishing success!

Visit our website at: www.HorseWorldGazette.com

Call for a sales consultation today:
417-581-1157 or 1-888-53-HORSE

E-mail us: horsegazette@gmail.com



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Editorial Calendar • Departments

2011

January/February

Stallion/Breeding Issue

March/April

Trailer Safety; Barns; Marketing Your Horse;
Spring Tack Tune-ups; Grooming for the Show Season;
Preparing Your Arena for Riding Season

May/June

Supplements; Riding Equipment; Equine Education;
Driving; Saddle Pads; Horse Camping and
Vacationing with Your Horse

July/August

Stable Equipment; Hoof Care; Pasture Management;
Marketing Your Horse on the Internet; Safety Equipment;
Nutrition; Alternative Medicine/Treatments;
Tack and Apparel; Fly Control

September/October

Joint Maintenance; Winterizing Your Barn;
Blankets and Winter Equipment; Stall Flooring; Winter Nutrition;
Fall Foliage Rides; Pre-Season Gift Guide

November/December

Gift Guide; Winter Safety Around the Barn;
Winterizing Your Trailer; Winter Apparel;
Holidays with Your Horse

Departments

- Editorial Paddock
- Equine Adventures
(Travel)
- Giving Back to the Herd
(People and organizations helping others)
- Green Stable
(Environmentally sound products & practices)
- Holistic Horse Care
(Alternative health care and treatments)
- Horsemen/Women of the World
 - Horses of the World
 - My Dream Horse
- New Product Spotlight
 - Review Corral
(Book Review)
 - Stallion Spotlight
- Women and Horses



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Display Advertising Rates • Mechanical Specifications • Deadlines

INSERTION FREQUENCY	1X	3X	6X
EXPOSURE	2 Months	6 Months	12 Months
AD SIZE:	Price per insertion	Price per insertion	Price per insertion
FULL PAGE COLOR (10.25 x 15.5)	1500.00	1380.00	1290.00
1/2 PAGE COLOR Vertical (5.0 x 15.5) Horizontal (10.25 x 7.70)	875.00	805.00	752.00
1/3 PAGE COLOR Horizontal (10.25 x 5.1)	650.00	598.00	559.00
1/4 PAGE COLOR (5.0 x 7.70)	550.00	506.00	473.00
FRONT PAGE BANNER AD (10.25 X 2.385)	Call for availability		
FULL PAGE B/W (10.25 x 15.5)	1000.00	920.00	860.00
1/2 PAGE B/W Vertical (5.0 x 15.5) Horizontal (10.25 x 7.70)	600.00	552.00	516.00
1/3 PAGE B/W Horizontal (10.25 x 5.1)	450.00	414.00	387.00
1/4 PAGE B/W Vertical (5.0 x 7.70) Horizontal (10.25 x 3.75)	375.00	345.00	322.00
1/8 PAGE B/W (5.0 x 3.75)	250.00	230.00	215.00
BUSINESS CARD PLUS (5.0 x 1.875)	150.00	138.00	129.00

Deadlines 2011:

January/February
Space Reservations: November 15
Ad Copy: December 1

March/April
Space Reservations: January 1
Ad Copy: January 15

May/June
Space Reservations: March 15
Ad Copy: April 1

July/August
Space Reservations: June 15
Ad Copy: June 1

September/October
Space Reservations: July 15
Ad Copy: August 1

November/December
Space Reservations: September 15
Ad Copy: October 1

Mechanical and Digital Requirements:

Trim size: 11.5" x 16.5
Acceptable formats: TIFF, PDF
200 dpi resolution
Color images must be CMYK
E-Mail to:
horsegazette@gmail.com

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