

BREEDING & BUYING ISSUE

THE NORTHWEST HORSE SOURCE

Your All Breed, All Discipline Educational Resource



The Washington State Horse Expo Presents
DAN JAMES

FEBRUARY 14-16, 2014

IN THIS ISSUE...
Horse Buying Trends in 2014

Breeding an Older Mare

The Intriguing Kiger Mustang

Gone Wild: New Trainer's Corner!

JANUARY 2014 • FREE
PRINTED IN USA

OUR READERS ARE YOUR TARGET MARKET!

Largest Distribution in the Northwest

- Established, Recognized Brand
- Trusted by Readers
- Large Equestrian Audience
- Engaging, Relevant Content

Affordable Multimedia Options



2015 MEDIA KIT

PHOTO COURTESY OF DAN JAMES

MAGAZINE AD RATES Prices listed are per month and subject to change

DISPLAY ADS RATES EFFECTIVE DECEMBER 1, 2014 • SAME LOW RATES SINCE 2012!

BLACK & WHITE GLOSS	12x	6x	3x	1x
1/6 page	\$130	\$138	\$144	\$155
1/4 page	\$207	\$220	\$232	\$247
1/3 page	\$243	\$258	\$271	\$289
1/2 page	\$324	\$345	\$363	\$389
2/3 page	\$385	\$412	\$434	\$464
Full Page	\$518	\$551	\$578	\$619

FULL COLOR GLOSS	12x	6x	3x	1x
1/6 page	\$198	\$210	\$220	\$240
1/4 page	\$315	\$337	\$352	\$378
1/3 page	\$339	\$361	\$380	\$406
1/2 page	\$495	\$529	\$556	\$596
2/3 page	\$591	\$629	\$661	\$709
Full Page	\$787	\$838	\$883	\$946

FULL COLOR GLOSS COVERS	12x	6x	3x	1x
Back Cover	\$1100	\$1187	\$1275	\$1369
Inside Cover (Front or Back)	\$957	\$1032	\$1109	\$1190

Prices listed are per month; see ad sizes and specs on page 4.



EQUINE MARKETPLACE ADS AFFORDABLE OPTIONS

Photo Ads\$46/mo

**Real Estate, Stallions,
Business Card Ads** ..\$56/mo

Mini Display.....\$76/mo

Classified Ads

- \$16/first 20 words
- 30¢/each additional word
- 12x prepaid discount: 15%
- Box: add \$2.50/mo
- Bold lettering: add \$2.50/mo
- Color background: add \$5/mo

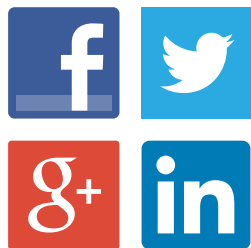
Business Directory

Company name and contact information
12x\$150/yr

equineMarketplace

NWHS HAS MORE WAYS TO GET YOUR BUSINESS NOTICED!

- Front cover packages: cover and cover story
- Integrated media packages: print, web, Facebook, E-News
- E-Newsletter reaches more than 3,000 subscribers
- Social Media: Facebook, Twitter, Google+, LinkedIn
- ★ ALL NEW Online Edition coming in 2015 – mobile ready!



Call to reserve your ad 360-332-5579

PO Box 717 • Blaine, WA 98231 • Email: ads@nwhorse.com
Visit www.nwhorse.com for more info





Target Your Advertising Based On Our Monthly Themes

- January: Breeding & Buying
- February: Lifestyle & Getaways
- March: Barn & Farm
- April: Equine Events
- May: Equine Sports & Recreation
- June: Tack & Equipment
- July: Performance Horses
- August: Educational Opportunities
- September: Training & Facilities
- October: Equine Wellness
- November: Holiday Gift Ideas
- December: Seniors & Nutrition



"We invest in our business through advertising. By far the biggest impact and bang for our buck is promoting in the Northwest Horse Source Magazine. It's had a significant impact on our success and growth here at Bolender Horse Park."

- Mark and Lee Bolender

"These people take their business very seriously and will do just about anything to help us be successful in our business as well."

- Janey Ullman
Re/Max Select Real Estate

AD SUBMISSION GUIDELINES

DEADLINES

Ad Reservation Deadline is the 1st of the month preceding publication.
Ad Materials Deadline is the 5th of the month preceding publication.
 Ads submitted late are subject to extended deadline fee.

AGENCY-QUALITY DESIGN SERVICES

Use the expertise of our design team to create effective, targeted ads for your products and services. \$60/hr

SUPPORTED SOFTWARE

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop

FILE FORMATS

- EPS, TIFF and PDF
- Images: 300 dpi
- Text & Line Art: 1200 dpi

PLEASE NOTE: COREL DRAW AND MICROSOFT PUBLISHER FILES CANNOT BE ACCEPTED.

E-MAIL ADS TO: ads@nwhorsesource.com

Visit www.nwhorsesource.com for additional submission information.

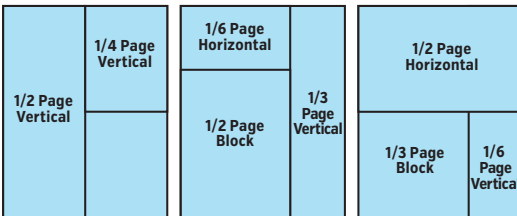
Magazines are the highest rated source of equine product information for 99% of our readers – even higher than word of mouth!



Distribution

The Northwest Horse Source concentrates distribution of 19,000 magazines to more than 650 locations monthly. Your ads are seen by the largest audience of any free equine magazine in the Northwest. Annual subscriptions are also available to readers in the U.S. and Canada.

AD SPECIFICATIONS



"The Northwest Horse Source is an outstanding monthly equine publication... The publication serves a wide geographic area in the northwest and west. Our sales in these areas have increased since 2011 when we started advertising with The Northwest Horse Source."

**- Dennis Moreland Tack
 Weatherford, TX**

SIZE	ORIENTATION	WIDTH	HEIGHT
1/6 page	Vertical	2.306" x	4.75"
1/6 page	Horizontal	4.75" x	2.25"
1/4 page	Vertical only	3.5" x	4.75"
1/3 page	Vertical	2.306" x	9.625"
1/3 page	Block	4.75" x	4.75"
1/2 page	Vertical	3.5" x	9.625"
1/2 page	Horizontal	7.25" x	4.75"
1/2 page	Block	4.75" x	7.25"
2/3 page	Vertical	4.75" x	9.625"
Full Page*	Safe area for text	7.25" x	9.625"
	Final trimmed page	8.25" x	10.625"
	Bleed [1/4" all sides]	8.75" x	11.125"

*Please contact us about detailed requirements for full page ads