

Equine Network

Marketing Guide

EQUUS

HORSE & RIDER

PRACTICAL HORSEMAN

DRESSAGE TODAY

ARABIAN HORSE WORLD

EVERYTHING FOR HORSE & RIDER

DISCOVER HORSES
THE KENTUCKY HORSE PARK MAGAZINE

EQUISEARCH.COM

EQUINE.COM



Source Interlink Media



STACEY NEDROW-WIGMORE

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OUR READERS ARE GOAL-ORIENTED RIDERS

Our magazines and websites attract and retain readers who are serious equine enthusiasts and industry professionals with the resources to support their horse-related pursuits and upscale lifestyles:

- Average household income of \$114,200
- 92% own one or more horses with the average reader owning 4.1 horses – that's more than 1.6 million horses!
- 65% care for horses on their own land; 91% do daily grooming and personally purchase grooming supplies
- 43% consider themselves advanced or professional riders; one in five earns a living working with horses and 81% compete in one or more equestrian activities.*

ADVERTISING VALUE

We are passionate about horses and the horse industry, providing horse owners – our subscribers – with the most authoritative information and expert advice to improve their relationship with their horses. The Equine Network provides you – our advertisers – an editorial environment that attracts the right audience for your products and services so you receive maximum impact and value for each advertisement.

Choose from a wide range of programs custom-designed to meet your specific marketing needs.

FREQUENCY DISCOUNTS

Earn the most generous frequency discounts in the equine industry by combining ads placed in your contract year in any combination of *EQUUS*, *Horse & Rider*, *Practical Horseman*, *Dressage Today* and *Arabian Horse World*.

EQUINE INSIDER

An informative monthly newsletter packed with industry news and helpful business tips published exclusively for our advertisers.

ADVERTISERS' INDEX

Arranged by type of product, the advertisers' index includes your website address for quick response.

SMALL-SPACE ADVERTISING PROGRAM

Each of our magazines offers a specially designed Marketplace for small-space advertising. Smaller ads at discount rates get top visibility and both the advertiser's name and web address are included in the advertisers' index. Ask about special rates for high frequency advertisers and combination rates with Equine.com and EquiSearch.com.

*2004 Beta Research

EDITORIAL EXCELLENCE QUALITY AND INTEGRITY

The Equine Network generates quality readership through quality content! Our readers rely on the information they gain from our magazines and websites because they know they can depend on the solid, award-winning articles written by leading equine journalists and experts in riding, training, horse management and veterinary care.

Our publications address topics of importance to goal-oriented riders and horse owners:

- Improving riding, training and competitive skills with advice from top experts
- The best veterinary advice on horse health and care
- Information and tips important to their life with horses

Each title presents unique, innovative articles customized to meet the needs of its target audience.



SPECIAL ADVERTISING SECTIONS, 2008

Our magazines offer sections focusing on topics of importance to horse owners. These special sections deliver informative editorial and purchasing tips plus an advertiser buyer resource in one neat, helpful package. Additionally, your participation in any special advertising section includes 30 days on EquiSearch.com, with the option to renew.

JANUARY – European Tack & Equipment: A showcase of what's new from across the pond.
Practical Horseman and Dressage Today only

FEBRUARY – Barns & Stables: Products for improving or building a barn, run-in or stalls.

MARCH – Equine Education*: Schools, colleges and special programs

APRIL – Transporting Horses: Trucks, trailers and related products for a safe, comfortable ride.

MAY – Trail Riding: Enjoy a great American pastime in comfort and safety.

JUNE – Around the Farm: Machinery, tools and equipment for every farm, ranch and riding facility.

JULY – Made of American Innovation: Celebrating the innovative spirit of American-made products.

AUGUST – Equine Insurance: What horse owners need — horse mortality, major medical, farm owner, commercial stable liability.

SEPTEMBER – Fencing: Fencing and fence products.

OCTOBER – Trailers: Trailers and trailering products.

NOVEMBER – Holiday Gift Guide*: Gifts for the horse and the horse lover!

DECEMBER – Equine Research Round-up: Distributed exclusively to members of the American Association of Equine Practitioners
Equine Education*: Schools with equine programs

* Advertising only

PREMIUM POSITIONS

Bring an extra level of visibility to your advertising.

BONUS DISTRIBUTION

Provides our advertisers with a highly visible presence at more than 50 horse events and expos throughout the year.

NEW PRODUCT DEPARTMENTS

Bring new products and services of special interest to each magazine's readers.

ADVERTISER INSERTS

Whether a single page aimed at a specific geographical area or an 8-page catalog of products, inserts help extend our advertisers' marketing opportunities.

PRODUCT RESEARCH

Learn valuable information about your market and buyer behavior with online product research. Quick and effective, research conducted through our website, EquiSearch.com, yields data crucial to managing and growing your business.

IMPORTANT DATES FOR 2008

Deadlines for EQUUS, Horse & Rider, Practical Horseman and Dressage Today.

Issue	Space Closing	Materials Due	Subscriber Copies Mailed	On Sale
January	Oct. 24	Oct. 29	Dec. 10	Dec. 25
February	Nov. 28	Dec. 3	Jan. 15	Jan. 29
March	Dec. 28	Jan. 4	Feb. 12	Feb. 26
April	Jan. 30	Feb. 4	Mar. 11	Mar. 25
May	Feb. 27	Mar. 3	Apr. 15	Apr. 29
June	Mar. 26	Mar. 31	May 13	May 27
July	Apr. 30	May 5	June 10	June 24
August	May 28	June 2	July 15	July 29
September	June 30	July 3	Aug. 12	Aug. 26
October	July 30	Aug. 4	Sept. 16	Sept. 30
November	Aug. 27	Sept. 2	Oct. 14	Oct. 28
December	Sept. 29	Oct. 2	Nov. 11	Nov. 25

EQUUS

The Horse Owner's Resource



A Leader in the Horse Industry
for more than 30 Years

Average paid circulation:
144,394 (6/07 ABC)

When you want to target readers interested in horse care, health and maintenance, EQUUS is the logical choice. EQUUS gives you access to a large and diverse audience committed to learning about all aspects of the fascinating equine. It delivers a broad cross-section of the horse world, reaching across

all breeds, disciplines and geography. EQUUS subscribers are active, hands-on owners, involved in the selection of equine products and services for themselves and other horse owners.

Each month, readers look forward to articles on equine veterinary advances, anatomy and physiology, behavior and horse-keeping facilities. As the industry's leading horse health magazine, EQUUS has earned unparalleled credibility and recognition in its more than 30 years of publication. Among its many awards, EQUUS has won the General Excellence Award from American Horse Publications (AHP) 20 times – more than any other magazine!

2008 EQUUS Editorial Calendar

JANUARY – Special report: Horse Trends; World equine health watch; Benefits of trick training

FEBRUARY – Horseshoe review; Controlling cough; Progress against moon blindness

MARCH – Special report: Pre-purchase exams; Expert grooming techniques; West Nile Virus update; When stall rest helps

APRIL – Laminitis Prevention month; Barn fix-up ideas; Why mares misbehave

MAY – Special Report: Can breakdowns be predicted?; What you need to know about EEE/WEE; Control flies; EPM update

JUNE – Parasite control strategies; Hot and cold therapy; The botulism threat

JULY – Protecting health in hot weather; The facts about arthritis; Feeding for healthy young hooves

AUGUST – What's new in trailers?; Old-fashioned pasture management; How hill work helps your horse

SEPTEMBER – Fitting blankets; Prevent pigeon fever; What canter leads can tell you

OCTOBER – Overcoming common feeding challenges; Dealing with diarrhea; How to achieve collection

NOVEMBER – Joint health protection plan; How nutritious is your hay?; Expert blanket repairs

DECEMBER – Annual index; Arena footing; Eco-friendly horse-keeping

ADVERTISING RATES

Effective with the January 2008 issue

Display Rates

	1x	3x	6x	12x	18x	24x
Black & White						
Full page	\$5,905	\$5,730	\$5,555	\$5,200	\$5,090	\$4,880
2/3 page	4,495	4,360	4,230	3,955	3,865	3,715
1/2 page	3,730	3,610	3,495	3,280	3,200	3,070
1/3 page	2,665	2,585	2,500	2,340	2,290	2,195
1/6 page	1,715	1,665	1,605	1,515	1,480	1,410
Two-Color						
Full page	\$7,695	\$7,450	\$7,225	\$6,765	\$6,615	\$6,350
2/3 page	5,840	5,665	5,490	5,140	5,025	4,820
1/2 page	4,995	4,845	4,700	4,400	4,295	4,120
1/3 page	3,460	3,355	3,255	3,045	2,975	2,860
1/6 page	2,230	2,165	2,095	1,955	1,920	1,835
Four-Color						
Full page	\$9,440	\$9,160	\$8,880	\$8,310	\$8,125	\$7,795
2/3 page	7,185	6,970	6,750	6,315	6,210	5,915
1/2 page	6,135	5,960	5,775	5,410	5,280	5,075
1/3 page	4,250	4,125	4,005	3,740	3,660	3,505
1/6 page	2,735	2,655	2,580	2,410	2,355	2,260
Covers — Four-Color						
2nd cover	\$11,815	\$11,455	\$11,100	\$10,390	\$10,155	\$9,740
3rd cover	11,335	10,995	10,655	9,965	9,750	9,350
4th cover	12,745	12,370	11,985	11,215	10,970	10,525

Reader Marketplace Rates

	1x	3x	6x	12x	18x	24x
Black & White						
1/3 page	\$1,945	\$1,895	\$1,830	\$1,715	\$1,685	\$1,605
1/4 page	1485	1430	1385	1300	1270	1215
1/6 page	1065	1025	1000	935	915	880
1/9 page	710	695	670	630	605	580
1/12 page	615	595	580	545	535	520
1 column inch	305	290	275	250	245	240
Two Color						
1/3 page	\$2,340	\$2,270	\$2,200	\$2,065	\$2,015	\$1,930
1/4 page	1770	1720	1670	1560	1530	1470
1/6 page	1275	1240	1200	1125	1100	1055
1/9 page	855	825	805	745	730	705
Four Color						
1/3 page	\$2,730	\$2,650	\$2,575	\$2,405	\$2,345	\$2,255
1/4 page	2075	2010	1940	1820	1775	1710
1/6 page	1495	1440	1395	1315	1280	1225
1/9 page	995	965	935	870	855	820

Horse & Rider

Western Training/How-To/Advice



Average paid circulation:
161,596 (6/07 ABC)

Horse & Rider delivers a targeted audience of goal-oriented Western horse owners for advertiser's products from show apparel and Western tack, feed supplements and fly control to power equipment, trucks and trailers. With how-to articles from Team *Horse & Rider* – eleven of the top trainers, clinicians and riders in the Western arena, including Clinton Anderson, Sherry

Cervi, Bob Avila and Stacy Westfall – and from other top trainers, renowned veterinarians and horse behaviorists, the magazine provides readers with the expert advice they want.

Horse & Rider's more than 160,000 readers typically live in a rural area with 4 or more horses on an average of 29 acres. With a household income of over \$90,000, they are consumers of everything “horse” – from boots, horse treats, vaccines and dewormers to tractors and fencing.*

2008 Horse & Rider Editorial Calendar

JANUARY – Positive industry changes; Barn revisions: easy on the environment; Reiner Shawn Florida: How to develop “good hands”

FEBRUARY – Find the best vet for your horse; Cool horse stuff online and in catalogs; Horsemanship with Al Dunning

MARCH – 6 barn designs to build on; Sidepass strategies with Pro David Dellin; Living Legend: One Hot Krymsun

APRIL – Bareback for Balance: A two-part series with Team H&R member, Stacy Westfall; H&R's trail ride tips; Dewormers

MAY – Riding with injuries and health issues; OCD's devastating effects—and how to avoid/manage them; Win at Halter

JUNE – Karen Banister: drop bad riding habits; Prospects into top-dollar sale horses; What coat color, whorl patterns, and head shape reveal about temperament

JULY – H&R Special Report: Appaloosas; Pinpointing lameness; Have a calmer, more enjoyable horse—by tomorrow!

AUGUST – Downsizing your horse life; Nail your lead departures; Can animal communicators help you & your horse see eye-to-eye?

SEPTEMBER – A reader's experience working with a trainer; Chiropractic for performance horses; Show in fashions that flatter

OCTOBER – THE Anti-Aging Secret Weapon: Keep him moving; Score tack treasures on eBay; Fun, basic arena exercises

NOVEMBER – Polish your jog; Moorman on Horsemanship; Apply wisdom to your riding life; H&R Interview: Pat Parelli

DECEMBER – Use spurs effectively and correctly; Buying a beginner's horse; Trainers share their favorite barn features

*2004 Beta Research

ADVERTISING RATES

Effective with the January 2008 issue

Display Rates

	1x	3x	6x	12x	18x	24x
Black & White						
Full page	\$5,325	\$5,165	\$5,000	\$4,685	\$4,580	\$4,390
2/3 page	4,045	3,925	3,800	3,555	3,480	3,340
1/2 page	3,355	3,250	3,145	2,955	2,875	2,765
1/3 page	2,390	2,325	2,250	2,110	2,060	1,975
1/6 page	1,545	1,505	1,450	1,360	1,325	1,270
Two-Color						
Full page	\$6,545	\$6,350	\$6,155	\$5,760	\$5,630	\$5,400
2/3 page	4,975	4,825	4,680	4,380	4,280	4,105
1/2 page	4,250	4,130	4,000	3,750	3,655	3,510
1/3 page	2,950	2,855	2,765	2,585	2,540	2,430
1/6 page	1,905	1,845	1,785	1,670	1,635	1,565
Four-Color						
Full page	\$8,340	\$8,095	\$7,840	\$7,335	\$7,170	\$6,885
2/3 page	6,340	6,145	5,960	5,580	5,450	5,225
1/2 page	5,425	5,250	5,095	4,770	4,655	4,475
1/3 page	3,755	3,640	3,525	3,295	3,230	3,100
1/6 page	2,420	2,345	2,270	2,130	2,080	1,990
Covers — Four-Color						
2nd cover	\$10,420	\$10,115	\$9,795	\$9,170	\$8,965	\$8,600
3rd cover	10,005	9,710	9,410	8,810	8,605	8,265
4th cover	11,260	10,925	10,580	9,900	9,690	9,290

Mercantile Marketplace Rates

	1x	3x	6x	12x	18x	24x
Black & White						
1/3 page	\$1,750	\$1,710	\$1,655	\$1,545	\$1,515	\$1,450
1/4 page	1,330	1,290	1,250	1,170	1,145	1,100
1/6 page	960	935	905	835	820	790
1/9 page	640	620	600	560	550	530
1/12 page	560	545	530	490	480	450
1 column inch	265	255	250	235	230	225
Two Color						
1/3 page	\$2,110	\$2,050	\$1,980	\$1,855	\$1,810	\$1,735
1/4 page	1,595	1,550	1,510	1,400	1,375	1,320
1/6 page	1,155	1,120	1,080	1,010	990	950
1/9 page	765	750	725	655	655	630
Four Color						
1/3 page	\$2,455	\$2,385	\$2,310	\$2,165	\$2,115	\$2,030
1/4 page	1,860	1,805	1,745	1,640	1,595	1,540
1/6 page	1,345	1,305	1,260	1,180	1,155	1,110
1/9 page	900	860	835	790	770	720

PRACTICAL HORSEMAN

Expert how-to for English riders



Average paid circulation:
65,195 (6/07 ABC)

Expert “lessons in print” are *Practical Horseman’s* stock in trade. Each issue brings English riders how-to articles for the dressage, eventing and hunter/jumper disciplines, plus periodic articles on endurance and driving. These clearly written and expertly photographed step-by-steps bring the expertise of top riders and trainers to the magazine’s goal-oriented readers.

Your advertisement reaches a passionate group of enthusiasts, many of whom are active in more than one English discipline, making them ideal prospects for many types of products such as saddles, leg wraps, fly spray, stall mats and riding helmets. With an average household income of \$170,000, they invest heavily in their horses and have the resources to pursue their equestrian dreams. They are active on the web, with almost two-thirds having purchased equine-related products online.*

2008 Practical Horseman Editorial Calendar

JANUARY – *Special Breed Issue / 35th Anniversary* – Keurings, breed inspections/registries; USEA Young Event Horse Series

FEBRUARY – USEF Medal course; Eventing: fly fence with Bonnie Mosser; Laminitis/founder update; Deworming primer

MARCH – Dressage with Mette Rosencrantz; Buyer’s Guide: Wire fencing; New fashions; Vaccination primer

APRIL – *Show Issue* – Showing on a budget; Daily horse health checklist; Grooming to win; How to load your horse on a trailer

MAY – *Eventing Issue* – Overcoming obstacles, Corinne Ashton; Bowed tendon: Will she event again?; Equine heart problems

JUNE – *Hunter/Jumper Issue* – Insights on a week’s training with John and Beezie Madden; Bathing tips; Latest on hock health

JULY – Leasing versus buying a horse; Will hand-grazing make him fat?; Rehabilitation from common equine eventing injuries

AUGUST – Olympic preview; How to safely return your horse to competition after an injury; How to put on a standing wrap

SEPTEMBER – *Dressage Issue* – Rider position fixes; In-hand exercises; Nutrition: Feeding for special needs

OCTOBER – *Equitation Issue* – Equitation training; How to find/tell strength of a digital pulse

NOVEMBER – Practical & fun holiday gifts; Training Essential: Basic longeing equipment; Safety helmets

DECEMBER – Education feature; Training Essential: Basic longeing

ADVERTISING RATES

Effective with the January 2008 issue

Display Rates

	1x	3x	6x	12x	18x	24x
Black & White						
Full page	\$4,585	\$4,450	\$4,315	\$4,040	\$3,945	\$3,780
2/3 page	3,485	3,380	3,275	3,065	2,995	2,875
1/2 page	2,890	2,795	2,720	2,545	2,480	2,385
1/3 page	2,065	2,005	1,935	1,815	1,780	1,700
1/6 page	1,335	1,290	1,250	1,170	1,145	1,095
Two-Color						
Full page	\$5,970	\$5,780	\$5,605	\$5,250	\$5,135	\$4,920
2/3 page	4530	4400	4255	3985	3900	3740
1/2 page	3875	3760	3645	3410	3330	3200
1/3 page	2680	2605	2525	2365	2305	2205
1/6 page	1730	1675	1625	1525	1490	1420
Four-Color						
Full page	\$6,875	\$6,670	\$6,465	\$6,050	\$5,915	\$5,675
2/3 page	5,225	5,070	4,920	4,605	4,490	4,315
1/2 page	4,470	4,340	4,210	3,935	3,845	3,685
1/3 page	3,100	2,995	2,905	2,725	2,655	2,555
1/6 page	2,000	1,930	1,875	1,755	1,720	1,645
Covers — Four-Color						
2nd cover	\$8,595	\$8,345	\$8,080	\$7,565	\$7,390	\$7,095
3rd cover	8,250	8,005	7,760	7,260	7,095	6,815
4th cover	9,285	9,005	8,725	8,175	7,985	7,665

General Store Rates

	1x	3x	6x	12x	18x	24x
Black & White						
1/3 page	\$1,515	\$1,475	\$1,415	\$1,335	\$1,305	\$1,245
1/4 page	1145	1110	1070	1005	990	950
1/6 page	825	800	765	725	710	685
1/9 page	550	530	515	485	475	455
1/12 page	485	465	450	425	415	395
1 column inch	230	225	220	210	200	190
Two Color						
1/3 page	\$1,815	\$1,745	\$1,685	\$1,595	\$1,560	\$1,500
1/4 page	1370	1325	1280	1205	1185	1130
1/6 page	990	960	930	870	845	820
1/9 page	670	630	610	575	565	545
Four Color						
1/3 page	\$2,125	\$2,035	\$1,980	\$1,870	\$1,820	\$1,750
1/4 page	1565	1540	1510	1405	1375	1330
1/6 page	1155	1105	1075	1015	995	955
1/9 page	775	735	715	685	670	640

A training manual for horse and rider



Average paid circulation:
47,610 (9/07 Statement of
Ownership)

Each issue of *Dressage Today* delivers hands-on lessons from the world's top dressage riders and trainers as well as horse-care articles covering both the practical and theoretical aspects of the sport.

Dressage enthusiasts are just as passionate about their magazine, *Dressage Today*, as they are about their sport. *Dressage Today* readers are consumers of a broad array of products

and services necessary to maximize the care of their horses and provide them with a competitive edge in the dressage arena. Dressage riders often are the first to try new products in their quest for perfection. Whether you advertise joint supplements or grooming products, saddles or breeches, insurance or trailers, these readers (with an average household income of over \$157,000) are your customers.*

2008 Dressage Today Editorial Calendar

JANUARY – USEF coach Scott Hassler on training young horses; Conformation judging; Vaccines: combine to avoid adverse reactions

FEBRUARY – Part 1 of 3 - long lining with Swedish dressage master Bo Jena; Use the double bridle; Rider fitness: Pilates

MARCH – Sylvia Loch on teaching adult amateurs; Health: Living green with horses, sidebar on organic fly protection

APRIL – *Show Issue* – Using the German Training Scale by judge Maryal Barnett; Arena footing; Show etiquette

MAY – The late U.S. Olympian John Winnett and his training methods; How to keep your barn safe from fire

JUNE – *European Issue* – Training with German Olympian Hubertus Schmidt; European training for English speakers

JULY – Dressage training for drafts and draft crosses; Anger management around horses

AUGUST – Self-carriage and stretch with different breeds; Bettina Drummond profile; Saddle fit for the baroque horse

SEPTEMBER – *Anniversary Issue* – Training with U.S. experts; Rider fitness using the Feldenkrais method; Amusing stories of fenced-in horses

OCTOBER – Training with Yvonne Barteau; Blankets: when to put them on

NOVEMBER – *Young Riders Issue* – Olympic coverage; Training with Felicitas von Neuman-Cosel

DECEMBER – Focus on education; What's new in college dressage

*2004 Beta Research

ADVERTISING RATES

Effective with the January 2008 issue

Display Rates

	1x	3x	6x	12x	18x	24x
Black & White						
Full page	\$2,010	\$1,950	\$1,895	\$1,775	\$1,730	\$1,660
2/3 page	1,525	1,480	1,445	1,345	1,320	1,260
1/2 page	1,265	1,225	1,195	1,115	1,090	1,045
1/3 page	910	875	855	795	780	750
1/6 page	580	565	550	515	500	485
Two-Color						
Full page	\$2,415	\$2,345	\$2,265	\$2,125	\$2,075	\$1,995
2/3 page	1,865	1,780	1,720	1,615	1,580	1,515
1/2 page	1,575	1,520	1,475	1,385	1,350	1,295
1/3 page	1,090	1,050	1,025	955	930	900
1/6 page	700	675	660	615	600	575
Four-Color						
Full page	\$3,225	\$3,125	\$3,025	\$2,840	\$2,765	\$2,655
2/3 page	2,455	2,380	2,300	2,155	2,110	2,025
1/2 page	2,105	2,035	1,975	1,840	1,800	1,730
1/3 page	1,455	1,405	1,360	1,275	1,245	1,200
1/6 page	930	910	875	820	800	770
Covers — Four-Color						
2nd cover	\$4,035	\$3,905	\$3,785	\$3,540	\$3,470	\$3,330
3rd cover	3,870	3,750	3,640	3,405	3,330	3,200
4th cover	4,350	4,215	4,085	3,830	3,745	3,595

Market Square Rates

	1x	3x	6x	12x	18x	24x
Black & White						
1/3 page	\$665	\$645	\$630	\$580	\$570	\$545
1/4 page	500	490	450	445	430	410
1/6 page	365	355	345	320	315	300
1/9 page	245	235	230	220	215	210
1/12 page	220	215	210	190	180	170
1 column inch	110	105	100	95	95	90
Two Color						
1/3 page	\$795	\$770	\$755	\$700	\$680	\$660
1/4 page	600	590	570	530	520	500
1/6 page	430	420	405	380	375	345
1/9 page	285	275	265	255	250	240
Four Color						
1/3 page	\$925	\$905	\$875	\$820	\$800	\$765
1/4 page	700	680	665	620	605	580
1/6 page	505	495	480	445	440	420
1/9 page	345	330	320	300	285	275

Providing leadership in the Arabian horse industry



Average paid circulation:
7,117 (2007 Statement of
Ownership)

Arabian horse enthusiasts have a special bond with these noble, beautiful and intelligent horses. You can reach this specialized, lucrative market most effectively through *Arabian Horse World*, one of the most widely circulated Arabian horse publications in the world, with more than half

its distribution outside the United States.

Arabian Horse World's editorial and advertising content are of equal interest to readers. In addition to lovely visuals, it delivers timely reports on horse shows, races and endurance events as well as profiles on top breeders. A tool for making breeding and horse purchasing decisions, *Arabian Horse World* also keeps subscribers up to date on current industry trends.

Arabian Horse World is renowned as a publication with art-quality photography and graphics, but it is much more than just a pretty face: 20% of subscribers spend more than \$20,000 per year on horse-related products, and own an average of 4 to 5 horses.

Arabian Horse World also is dedicated to expanding the market for Arabian horses. Twice a year, we produce a special edition of the magazine that is sold at book stores, tack shops and other outlets across the United States. With editorial focused on the beauty and versatility of the Arabian horse, the magazine stands out and is a special opportunity for advertisers to reach both lovers of Arabian horses and dedicated horse people eager to learn more about this enduring breed.



ADVERTISING RATES

Effective with the January 2008 issue

Commercial Display Rates

Black & White	1x		12x	
	Full page	\$620	\$535	
2/3 page	465	410		
1/2 page	420	345		
1/3 page	345	270		

Two-Color	1x		12x	
	Full page	\$1,215	\$1,000	
2/3 page	920	755		
1/2 page	775	640		
1/3 page	545	445		

Four-Color	1x		12x	
	Full page	\$1,385	\$1,110	
2/3 page	1,055	845		
1/2 page	885	710		
1/3 page	625	505		

Four-Color Prime Position	1x		12x	
	Full page	\$1,680	\$1,380	
2/3 page	1,280	1,050		
1/2 page	1,075	880		
1/3 page	755	620		

Advertisers who have group rate contracts in *Dressage Today*, *EQUUS*, *Horse & Rider* or *Practical Horseman* at the 12x level or higher earn the 12x rate in *AHW*. However, *Arabian Horse World* insertions do not count toward completion of group rate discounts or contracts.

Classified Rates: \$45 for 40 or fewer words. Any words over 40 are 55 cents each. All *AHW* classifieds run at no additional charge on *AHW's* website, www.ahw-magazine.com. Links to your website from online classified ads are available for \$15 additional.

2008 Arabian Horse World Editorial Calendar

JANUARY – Stallion issue Part 1; US Nationals coverage; Sport Horse Nationals coverage

FEBRUARY – Scottsdale preview; Russian Arabians; First-time sires of national winners; Trainer's directory; Brazilian Nationals; Regional Highlight: Southwest

MARCH – Stallion issue Part 2; Half-Arabian and NSH breeders; Arabian Horse of Florida; Spanish Arabians; Leading Handlers and Riders; Regional Highlight: Southeast

APRIL – The racing issue; Region 9: Texas, Oklahoma, Louisiana, Arkansas breeders & trainers; Breeders & owners of national winners; Las Vegas World Cup preview; Regional Highlight: Northwest

MAY – Scottsdale Highlights; Egyptian Arabians; Buckeye contenders

JUNE – Polish Arabians; Women's issue; Saddleseat English divisions; Arabian Gulf Farms and Horses; Las Vegas World Cup; Regional Highlight: Northeast and Midwest

JULY – Youth Nationals contenders; Pleasure and working western horses; Regional Highlight: California

AUGUST – Egyptian Event; Ohio Buckeye; Trainer's forum; Sport Horse National contenders

SEPTEMBER – US National contenders; US National yearling & futurity halter contenders; The mare issue – aristocrats and dowagers; Baby photos

OCTOBER – US National contenders part II; Complete 2007 Regional results

NOVEMBER – Leading sires of regional winners; Black Arabians; Youth Nationals; Canadian Nationals; Brazilian National preview

DECEMBER – International breeders; Egyptian stallions/breeders

EVERYTHING FOR HORSE & RIDER

THE SHOPPING MAGAZINE FOR HORSE PEOPLE

Spring and Fall

On Sale May 2008 and Oct. 2008 – Distribution: 100,000

Advertising Close:

Spring – March 20, 2008; Fall – Aug. 20, 2008



The ONLY shopping magazine for the horse industry, *Everything For Horse & Rider* has traditionally featured literally “everything” for English and Western riders and their horses, from tractors and trailers to equestrian jewelry and riding trips to exotic locales. This unique biannual publication showcases new products and provides solid information to help buyers make the right choices for themselves and

their horses.

Both the spring and fall issues will drive readers to the new EquiShopper.com (see page 19) to find more new products and where to buy them. Featuring more than 150 new products, the spring issue will focus on horse care, transportation, farm & ranch supplies, spring/summer horse & rider clothing, feed, fencing, fly control and more.

The fall issue will also feature hundreds of new products – with a focus on English and Western tack and apparel and fall/winter horse clothing, as well as a special section on gifts for all horse lovers. Articles will include the popular rider and horse makeovers, expert advice on real questions from horsepeople, and the latest trends in equestrian fashion!

Everything For Horse & Rider Display Rates

Black & White

Full page	\$3,405
2/3 page	2,590
1/2 page	2,145
1/3 page	1,540
1/6 page	985

Two-Color

Full page	\$4,430
2/3 page	3,370
1/2 page	2,875
1/3 page	1,995
1/6 page	1,280

Four-Color

Full page	\$5,110
2/3 page	3,885
1/2 page	3,320
1/3 page	2,300
1/6 page	1,480

Covers/Four-Color

2nd cover:	\$6,385
3rd cover:	\$6,130
4th cover:	\$6,900

DISCOVER HORSES

THE KENTUCKY HORSE PARK MAGAZINE

Available April 2008 – Distribution: 100,000

Advertising Close: February 14

Discover Horses, the magazine of the Kentucky Horse Park, spotlights the horses, people and events at the park as well as the equine-related attractions of Lexington, “Horse Capital of the World.” Host of the Alltech FEI World Equestrian Games in 2010, the Kentucky Horse Park is gaining prominence every day. The 2010 event will bring upwards of 300,000 spectators to Lexington to view international competition in eight disciplines.



Discover Horses delivers an audience that is unique and varied, reaching all types of horse lovers, from vacationing tourists to Olympic riders competing at the park. Beautifully produced with lovely photographs and well-written features, *Discover Horses* makes a wonderful souvenir and keepsake, extending the life of your advertisement.

Beginning in April, *Discover Horses* is available at the Kentucky Horse Park throughout the year. It is distributed at park events (including the Rolex Kentucky Three-Day Event CCI****) as well as selected Lexington-area hotels. In addition, the magazine is available at major equine events and expos around the United States.

Whether your business focuses on equine-related apparel, equipment and tack, gifts, educational opportunities, services or travel, or you aim to attract people to your Lexington-area restaurant, hotel or shop, *Discover Horses* is the place for your message. Features on local dining and shopping venues, a calendar of events, and park and area maps make *Discover Horses* a must-read guide for anyone visiting – or planning to visit – the Lexington area.

Discover Horses Display Rates

Black & White

Full page	\$2,315
2/3 page	1,765
1/2 page	1,460
1/3 page	1,040
1/6 page	420

Four-Color

Full page	\$3,475
2/3 page	2,640
1/2 page	2,265
1/3 page	1,565

Covers/Four-Color

2nd cover	\$4,340
3rd cover	4,170
4th cover	4,690

ONLINE PROPERTIES

equine.com

Equine.com is the leader in connecting buyers, sellers and breeders of horses and related goods. The website unites people whose common love for horses fuels a \$25

billion per year industry. This leading classified site combines direct channel marketing and strategic web opportunities to facilitate every horse owner's dream of finding the perfect horse or the perfect

owner for their horse. With over 55,000 horses listed for sale on the site and over 375,000 unique visitors per month, a horse is sold on Equine.com every 23 minutes. Combined with \$80 million in products for sale and listings for service providers, it's obvious why Equine.com has grown to be the most popular horse-related service on the Internet.



EQUISEARCH.com

Equine Network's award-winning website, EquiSearch.com, attracts more than 120,000 unique visitors each month to its more than 2700 articles on

horse care, farm and ranch management, riding and training, stable design, new products and more. EquiSearch.com's unique content also includes blogs, event coverage (including comprehensive coverage of the 2008 Hong Kong Olympics), audio and video clips and photo galleries.

EquiSearch.com's

honors include the U.S. Equestrian Federation's Daniel P. Lenehan Memorial Trophy for Overall Media Excellence in 2006 and Best Website of the Year 2002-2006, plus numerous American Horse Publications website awards.



NEW FOR 2008!

EquiShopper.com

A dynamic new marketing tool for manufacturers and retailers will hit the web in 2008. An online companion to *Everything For Horse & Rider*, EquiShopper is destined to

become THE place to go for what to buy and where to shop.

EquiShopper combines informative articles from all the Equine Network magazines with new features such as comparative shopping tools and customer rankings, to make it the first stop for equestrian shopping. Links to top retailers complete the shopping experience by letting users purchase online or find a tack shop near their home.



EquiShopper was developed

knowing that horse enthusiasts are active online. Searching for product information and shopping are two of their favorite online activities!

- 59% of all horse enthusiasts frequently shop for horse-related products on equine websites, and 75% of active competitors use the web for shopping; 10% shop daily.
- 59% frequently research equine products and services on equine websites.
- Each day, 19% of horse enthusiasts are online researching equine products and services, and 10% are online shopping!*

Manufacturers and Retailers – Contact your representative to find out how you can be involved in this exciting new marketing program.

* Online Survey 2006

ONLINE ADVERTISING OPPORTUNITIES

15% off online advertising rates for print advertisers!

The largest equine network, reaching over 472,000 unique visitors per month, 25 million page views and over a million visits, boasts the most robust online advertising options that are customized for the individual advertiser.* Our online staff has over 23 years experience in online marketing and advertising and will consult with you on the best programs based upon your needs.

EquiSearch.com and Equine.com offer effective online marketing solutions for both large and small advertisers. Whether you're trying to alert customers to a new product, grow your mailing list, attract buyers to a sale or special offer or introduce yourself as a new manufacturer or retailer in the horse industry, our websites can get your message out through a variety of online advertising opportunities. Check out what we can do for you.

* October 2007 Traffic Report, Nielsen

BANNER ADVERTISING

BRAND BUILDING/NEW PRODUCTS – Banner advertising should be a core part of your annual media planning. With a unique ability to set caps on the number of banner exposures an individual will view on our website, you can control the reach and frequency and optimize your investment.

LAUNCHING A NEW PRODUCT – We can help kick off that release and receive feedback within 2 business days.

TARGETING – We have the exclusive ability to target audiences with your banner advertising and do it in large volumes at a local level. No one is better at targeting your message to a specific breed, discipline and location. We can also target your banners to specific topics such as horse care, English training and stable management. We have been creating these programs for years with huge success. Ask us about our case studies and how targeted ads can improve your business.

COST PER CLICK

An effective way to drive traffic to your website, this affordable option is particularly valuable for retailers and lead-driven companies.

FEATURED OFFER – Placement on the homepage of EquiSearch.com.

SPECIAL OFFERS – Featured on the homepage of Equine.com and rotated on all internal pages.

BELLY BANDS – One per page on the search results of Equine.com.

LEAD PROGRAMS

Lead programs have worked extremely well for the equipment, barn, fencing and other categories. This is also an effective program for providers of insurance, transportation, boarding and more. Let us know your specific need, and we will customize a program for your business.

EMAIL MARKETING

NEWSLETTERS – EquiSearch.com and Equine.com send weekly and monthly newsletters, respectively, to our opt-in subscribers. Together, we reach over 400,000 users each month. This is a powerful tool with many options for advertising.

STAND-ALONE EMAIL – If you are looking to break through the clutter with a single message from your company, this is the product to use. Our ability to target by location, discipline, breed and other criteria ensures that your message will reach your defined audience. We have 400,000 horse owners in just the U.S., the largest list in the industry.

OTHER OPPORTUNITIES

SURVEYS – Whether you are launching a new product or want feedback on current products and/or your marketing message, our survey program is an ideal way to conduct research. We provide you with a surveying tool, traffic to the survey (targeted to your specifications) and data results for your internal review.

SWEEPSTAKES – Our network has experience creating annual, quarterly and monthly sweepstakes. We'll work with you to develop an ideal way to market your contest and capture vital customer data. Additional follow-up procedures guarantee maximum return on investment.

CUSTOM PROGRAMS – We cover all aspects of online advertising, but some situations need a special touch. Share your special needs with us, and we can create exciting and innovative programs for you.

ADVERTISING AND CONTRACT INFORMATION

COMBINED FREQUENCY DISCOUNTS

Combined frequency discounts are based on the total number of insertions run in a contract year (12 consecutive months) in Equine Network titles: EQUUS, *Horse & Rider*, *Practical Horseman* and *Dressage Today*. Advertisers who contract at the 12x rate or more in these four magazines earn the 12x rate in *Arabian Horse World*. Contracts are required for frequency discounts and do not guarantee specific rates, which are subject to change. Advertisers who cancel or fail to fulfill a contract will be short-rated, i.e. billed the difference between the earned rate and the contract rate. Minimum rate holder for display schedules is 1/6 page.

RATE PROTECTION

Contracts are for frequency discounts and do not guarantee specific rates.

PREMIUM POSITION CHARGES

Page one: plus 20%. All other special positions: plus 15%.

BLEEDS

No charge for full-page ads. 15% for fractionals.

GATEFOLDS & OTHER SPECIAL UNITS

Contact your sales representative for rates and availability.

INSERTS

Please consult your sales representative for print order and availability. Space cost is 80% of B&W page rate (commissionable). Inserts qualify for but do not contribute to frequency discounts.

BIND-IN CARDS

Please consult your sales representative for print order. Space cost is 80% of B&W page rate (commissionable). Cards contribute to but do not qualify for frequency discounts. Card must be purchased with and face a full-page ad.

ADVERTISER ADDRESS

An advertiser using a Post Office box number in an advertisement must furnish publisher with a legal address and telephone number.

PAYMENT

Payable upon receipt of invoice. Pre-payment and a completed credit application are required for the first insertion from new advertisers and advertisers who have not appeared in an Equine Network publication in the past two years. Exception: Advertisers who are using an AAAA advertising agency or an agency that has qualified for credit. Foreign Advertisers: All foreign advertisers must be pre-paid in U.S. funds prior to closing date.

AGENCY COMMISSION

15% to recognized advertising agencies that provide complete digital materials (see mechanical requirements). There is no agency commission for EquiSearch.com or Equine.com.

ADVERTISING DESIGN & PRODUCTION

We will provide advertisers with design and production services upon request at an additional charge. Ask your sales representative for details. Any materials provided by the advertiser that do not conform to mechanical requirements and specifications will be changed at the advertiser's expense.

MATERIALS, CHANGES & CANCELLATIONS

- a) Digital or camera-ready material must be received by closing date.
- b) Ads requiring production or substantial art work must be submitted 10 days prior to space reservation closing date. Advertisers who submit their materials according to these specifications will receive proof of their ad.
- c) Cancellations or changes are not accepted after closing date and must be received in writing on or before closing date.
- d) When change of copy is not received by closing date, copy run in previous issue will be inserted.
- e) Orders placed by telephone must be confirmed in writing by closing date.
- f) Publisher requests typewritten or legibly printed copy and is not responsible for errors because of misinterpretation of illegible handwriting.
- g) All advertisements must be preceded or accompanied by a signed and dated insertion order or contract.

TERMS AND CONDITIONS

The following terms and conditions shall govern the placement and order for placement of any advertisements in EQUUS, Horse & Rider, Practical Horseman, Dressage Today, Arabian Horse World, Discover Horses, Everything For Horse & Rider, EquiSearch.com and/or Equine.com by Advertiser and any Agency acting on Advertiser's behalf. By submitting an order for placement of an advertisement and/or by placing an advertisement, Advertiser and Agency, and each of them, agree to be bound by all the following terms and conditions:

1. All advertisements are subject to Publisher's prior approval. Publisher reserves the right to reject or cancel any advertisement prior to publication or thereafter for any reason at any time without liability.
2. Advertiser and Agency represent and warrant that they have the right and authority to place the advertisement in the magazine or website and that nothing contained in the advertisement will violate or infringe upon the rights of any person or entity, including, without limitation, any copyright, trademark or right of publicity or privacy, or defame or disparage any person or entity, or violate any law, rule or regulation including, without limitation, any U.S. Postal regulations.
3. Advertiser and Agency, and each of them, shall defend Publisher upon Publisher's request and shall indemnify and hold Publisher harmless from and against any claim, damage, loss, judgment, cost or expense (including, without limitation, Publisher's attorneys' fees) relating to or arising out of the advertisement, its placement in Publisher's magazine, or the breach or alleged breach of any warranty, representation or agreement by Advertiser

and/or Agency.

4. Advertisements that, in the sole judgment of Publisher, are not immediately identifiable as advertisements may be labeled as advertisements by Publisher in the magazine.
5. In no event shall Publisher be held liable as the result of any error, delay or omission beyond Publisher's reasonable control, including, without limitation, any strike, fire or accident.
6. Publisher's liability, if any, relating to or arising out of the placement of the advertisement in the magazine or website or any error, delay or omission relating thereto shall not exceed the amounts actually paid by Advertiser and/or Agency for placing the advertisement, and in no event shall Publisher be liable for any loss of income, profit or direct or indirect consequential damages of any nature.
7. Publisher makes no representations or warranties with respect to the quality of the appearance of the advertisement, and in no event shall Publisher be responsible for the production quality of any materials or inserts provided to Publisher. Advertiser and Agency shall be responsible for any additional costs incurred by Publisher resulting from the failure of any materials or inserts furnished to Publisher to meet Publisher's specifications. In the event that Publisher is unable to publish the furnished materials or inserts as a result of their failure to meet such specifications, Advertiser and Agency shall remain liable for the applicable rate card charges as if the advertisement had run.
8. All orders to place advertisements in the magazine or website are subject to the rate card charges, place units and specifications then in effect, all of which are subject to change and shall be made a part of these terms and conditions.
9. Advertiser and Agency shall be jointly and severally liable for the costs of placing the advertisement and any other charges relating thereto, including any costs of collection incurred by Publisher, which costs shall include Publisher's attorneys' fees.
10. Publisher may, in its sole discretion, set any restrictions on the positioning of the actual advertisement in the magazine or website.
11. These terms and conditions constitute the sole agreement of Advertiser, Agency and Publisher with respect to the subject matter hereof and may not be modified or changed without Publisher's written consent. In no event shall Publisher be bound by any terms or conditions sought to be imposed by Advertiser or Agency, whether in a purchase order, instructions or otherwise, relating to the subject matter hereof.



DIGITAL REQUIREMENTS

These requirements are for EQUUS, *Dressage Today*, *Horse & Rider*, *Practical Horseman* and *Everything for Horse & Rider*. Please contact your Sales Representative for *Arabian Horse World* and *Discover Horses* requirements.

PRINTING SPECIFICATIONS

Printing: Web Offset

Safety Area: 1/2"

Trim Size: 7-7/8" x 10-1/2"

Bleed Size: 8-1/8" x 10-3/4"

Bleed Spread Size: 16" x 10-3/4"

Rotation of Colors: SWOP (Black, Cyan, Magenta, Yellow)

Binding: Perfect bound

Dot Gain on Press: 17-21%

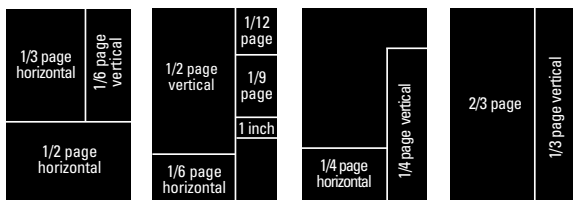
We accept 1/4-page advertising units (1 column and 2 column) in our marketplace sections (only). DT, EQ, HR, PH.

ADVERTISEMENT SIZES

Unit	Width/Depth
Bleed page	8-1/8" x 10-3/4"
Full page (Live Area)	7" x 9-3/4"
2/3 page	4-5/8" x 9-3/4"
1/2 page – horizontal	7" x 4-3/4"
1/2 page – vertical	4-5/8" x 7-1/8"
1/3 page – horizontal	4-5/8" x 4-3/4"
1/3 page – vertical	2-1/4" x 9-3/4"
1/6 page – horizontal	4-5/8" x 2-3/8"
1/6 page – vertical	2-1/4" x 4-3/4"

MarketPlace Ad Sizes

1/4 page – vertical	2-1/4" x 6-1/8"
1/4 page – horizontal	4-5/8" x 3"
1/9 page	2-1/4" x 3-1/8"
1/12 page	2-1/4" x 2-3/8"
1 Inch	2-1/4" x 1"



DIGITAL ADVERTISEMENT SPECIFICATIONS

For complete digital ad specifications and file preparation guidelines, please visit our website: www.ads.sourceinterlinkmedia.com

In lieu of a PDF/X-1a file, Source Interlink Media will accept a PDF file created according to the instructions at www.ads.sourceinterlinkmedia.com. We also accept .eps files from Illustrator 8.0+ and Photoshop 6.0+.

All files submitted for an ad will be pre-flighted for completeness and correct format upon arrival. Source Interlink Media is only responsible for the accurate output of the digital ad submitted. We cannot be responsible for correcting bad scans, copy fitting, typos, etc.

GUIDELINES FOR PAGE LAYOUT DOCUMENTS

Media

- Files can be sent on CD, Zip disk, or by FTP. Your production contact at Source Interlink Media can provide details.
- CD-ROMs should be burned for cross-platform (Mac and Windows) compatibility. Use ISO-9660 or other standard that will enable cross-platform access. If you don't have the ability to burn cross-platform CD, you should submit your ad via FTP.

Proofs

- A content proof MUST be submitted with every ad – No exceptions!
- For ads submitted via email or FTP, a low resolution JPEG file is acceptable in lieu of a hardcopy proof. The JPEG file should be clearly labeled "Proof" to differentiate it from the high resolution ad file.
- All proofs should be printed at 100% and include registration marks.
- For color ads, a properly calibrated SWOP-standard proof with color bar should be included for color guidance on press. A list of SWOP certified systems is available at <http://swop.org/certification/certmfg.asp>.
- A color bar should be included on your proof, outside the bleed area.

Fonts

- To minimize possible registration problems, below are the recommended minimum type specifications for all ad files:
 - Knockout type should be larger than 5pt and should only knockout of one or two colors. All type 5pt or smaller should overprint.
 - Minimum type to knockout of a 4C image is 8pt. Type should never knockout a 4C black.
 - Black type should always be set to 100K (100K, 40C for rich black) and set to overprint.
- Recommended minimum size of serifs in small type is 0.5 point.
- Source Interlink Media will trap all vector elements within a file to ensure proper registration. Type or other elements knocking out of continuous tone images are not trapped, and thus should be avoided.
- Type must not have artificial styles (bold, italic etc.) applied in the page layout program. The actual (bold or italic) font must be selected.
- White type should be set to knockout, not overprint.
- All fonts must be embedded or outlined.

Document Setup

- IMPORTANT:** For all ads, document page size should match the trim size of ad space. Please include trim marks with 12 point offset. Bleeds should extend 1/8" beyond trim.
- If you are unsure of the trim size of your ad or if will run in a perfect bound title, visit the title website at www.ads.sourceinterlinkmedia.com and click on your title. Pre-set templates are also available for every ad size from this site.
- Maximum one ad per document/PDF
- InDesign and Illustrator users: All transparencies must be flattened prior to ad submission.
- All white type, images and vector artwork must be set to knockout, not overprint.
- Spread ads should be supplied as a complete reader spread, not as separate pages or files.
- Spread ads should be provided with a 1/4" gutter allowance (1/8" on each page) for perfect bound titles. Images spanning gutter need to be pulled out of gutter 1/8" each page so image is not lost. Text spanning across the spine is not recommended. If you are unsure about the binding of a magazine title, visit the title website at www.ads.sourceinterlinkmedia.com.

IMAGES WITHIN ADS

Photographic/Continuous Tone

- Images should be saved in TIFF or EPS format (not JPEG) using Binary encoding (not JPEG encoding) and must not contain extra channels.
- The color space should be CMYK or Grayscale, not RGB nor spot color. Images in black & white ads must be Grayscale.
- The maximum ink coverage (C+M+Y+K) should not exceed 290%. Ink density is the total percentage of the four process colors. Ink densities higher than 290 may be adjusted by Primedia to avoid printing problems. A slight color shift may be noticed because of this.
- The effective resolution of images should be between 250 and 400 dpi. Images over 150 dpi will not be flagged during the pre-flight process. Effective resolution is the resolution at which the image was scanned, divided by the scale at which it is used in your layout application. For example, an image scanned to an output resolution of 300 dpi and used at 75% would have an effective resolution of $300 / 0.75 = 400$.
- EPS images should not contain embedded transfer functions or halftone screens.
- Do not use ICC profiles or any other color management. If ICC profiles are used, they will be honored during processing, possibly altering the ad colors.
- Silhouettes and clipping paths should be created in PhotoShop, never in QuarkXPress or other page layout programs. When using clipping paths, leave the Flatness settings blank. Do not use the embedded path feature in QuarkXpress.

Linework Images

- Images should be saved as a bitmap TIFF.
- Effective resolution should be 1200 dpi to 2400 dpi.

Vector Artwork

- Vector artwork must be in EPS format.
- Photographic images must be embedded within EPS files, not linked.
- Fonts should be converted to outlines (preferred) or embedded within the EPS.
- It is not recommended to place vector EPS files inside other vector EPS files. Vector artwork should be copied and pasted from source EPS files into the destination EPS file.

Colors

- All spot colors, including Pantone and RGB colors, must be converted to process (CMYK).
- The total ink density of any color must not exceed 290% ink density. To obtain the best "rich black" use: 100K, 60C, 40Y, 40M.
- Spot color exception: A Pantone based spot color is allowed if it was purchased. A spot color separation proof must be supplied in addition to a color proof.

Transparencies

Designing ads with transparency features in programs such as Adobe InDesign and Illustrator can create interesting effects such as drop shadows, feathered edges, blending, and translucent objects. Although utilizing transparency effects is easy, printing transparencies properly is tricky.

At Source Interlink Media, we ask that all objects that contain transparencies be flattened prior to submission. The flattening process involves taking all objects involved in a transparency stack and reorganizing them into a group of opaque objects that simulate the same appearance when printed.

The easiest way to ensure that transparencies are flattened in your ad is to simply save your ad as a PDF/X-1a file. Most Adobe CS and newer programs support exporting or saving in the PDF/X-1a file format. For further information, please refer to www.ads.sourceinterlinkmedia.com.

Ad files containing unflattened transparencies will be returned to the advertiser for flattening.

EQUINE NETWORK

ADVERTISING OFFICES

EQUUS - Bob Kliner

656 Quince Orchard Rd., #600, Gaithersburg, MD 20878
301-977-3900, ext. 127 Fax 301-977-1480
Email: Bob.Kliner@EquiNetwork.com

Horse & Rider - Jim Hart

2000 S. Stemmons Freeway, #101, Lake Dallas, TX 75065
Offices: 940-497-4600 Fax 940-497-5749
Jim: 972-880-9958 Fax 469-574-5075
Email: Jim.Hart@EquiNetwork.com

Practical Horseman - Kathy Dando

6405 Flank Dr., Harrisburg, PA 17112
717-540-4774 Fax 717-540-6706
Email: Kathy.Dando@EquiNetwork.com

Dressage Today - Debra Reinhardt

160 Woods Way Dr., Southbury, CT 06488
203-264-0261 Fax 203-264-0086
Email: Debra.Reinhardt@EquiNetwork.com

Arabian Horse World - Lynn Anderson

60 N. Pike Street, Quaker City, OH 43773
740-679-2651 Fax 740-679-2886
Email: fanessah@stallionrow.com

Equine.com / EquiSearch.com

22601 N 19th Ave., Suite 131, Phoenix, AZ 85027

Steve Leclair, Email: sleclair@equine.com

623-434-9600, ext. 106 Fax 623-434-9200

Greg Medley, Email: gmedley@equine.com

602-266-1270

PRODUCTION OFFICES

Please send all production/art materials to:

6405 Flank Dr., Harrisburg, PA 17112

to the attention of the appropriate production planner:

Practical Horseman and Dressage Today

Attn: Kelly Bugden

717-671-4356 Fax 717-540-6728

Kelly.Bugden@EquiNetwork.com

EQUUS, Horse & Rider and Everything For Horse & Rider

Attn: Michelle Underwood

717-671-4354 Fax 717-540-6728

Michelle.Underwood@EquiNetwork.com

Discover Horses

Attn: Deb Skonezney

717-540-6677 Fax 717-540-6728

Deb.Skonezney@EquiNetwork.com

Arabian Horse World

Attn: Production Department

1316 Tamson Dr., Suite 101, Cambria, CA 93428

805-771-2300 Fax 805-927-6522

www.ahwmagazine.com

Email: info@ahwmagazine.com

Equine.com / EquiSearch.com

22601 N 19th Ave., Suite 131, Phoenix, AZ 85027

Terri Bainbridge, terri@equine.com