

# ISSUE THEMES FOR ADVERTISERS

## JANUARY

Published and mailed in December, this issue offers an unusual three-for-one value for advertisers who take a quarter page or larger. Besides a special discount rate, advertisers will also have a photo of their stallion featured in a center-fold photo index with brief particulars printed beneath the photo and they or their stallion will be featured in one or more news articles in the issue. Full page advertisers will have one of their stallions featured in color on Page One. (Advertiser must supply good quality color print.)

### Stallion

## FEBRUARY

One of the biggest issues of the year with special sections on TRAVEL, CAMPS, and COLLEGES with every advertiser receiving an individual article. PLUS: Our annual DIRECTORY OF SERVICES pullout section listing hundreds of equine services and products available in Pa., N. J., Del., Md. & Va. Directory ads are free to those who have another display ad in the same issue.

### Travel, camps, colleges & Directory of Services

## MARCH

### Barns & Equipment

Traditionally one of the largest of the year, this issue offers heavily discounted rates to advertisers of barns, trailers, tractors, fencing, farm equipment and other goods and services in high demand as spring approaches.

## APRIL

### Show Previews

A comprehensive roundup of spring and summer shows, clinics and other events. Each ad for an event is supported by a news article providing additional details.

## MAY

### Spring cleanup Equine Websites

A guide to readers in choosing camps that offer equine programs. Includes editorial support for advertisers, plus related articles.

## JUNE

Normal distribution of 24,000 is increased to 30,000 for this blockbuster issue, always the largest of the year. It is filled with advance articles on the largest outdoor show in the United States, including photos and articles about shopping at the show's exclusive shops. This issue carries a complete show program.

### Devon Horse Show

## JULY

### Health & Nutrition

An issue devoted to articles designed to help riders keep themselves and their horses fit through the hot summer months. A popular vehicle for advertisers of a wide range of equine health and nutrition products.

## AUGUST

This issue is devoted to articles and photos on some of the choicest horse properties for sale in the Delaware Valley and its environs. Generally featuring at least 15 to 20 properties ranging in price from \$500,000 to several million, the detailed stories in this issue go far beyond the ability of one ad to convey the features and backgrounds of these outstanding properties.

### Real Estate

## SEPTEMBER

With the indoor showing season just around the corner, this issue is keyed to advertising and advance articles on shows, clinics and other events of the fall and winter season. Full editorial support for advertisers of events.

### Fall & Winter Previews

## OCTOBER

### Training for Competition

The Delaware Valley boasts some of the finest trainers and training facilities in the world and is host as well to top competitions in the major disciplines of show jumping, eventing and dressage. This issue is a guide to the best for those who want to begin competing or move up in class.

## NOVEMBER

### Get Ready For Winter Gift Guide I

An issue designed to help readers winterize themselves, horses and their property. Full editorial support for category advertisers.

## DECEMBER

### Holiday Gift Guide

Published and mailed in early November, this issue includes a special pullout Gift Guide full of ads and articles suggesting novel gift ideas for horse people. Full editorial support for advertisers.

### Continuous Special:

New product preview: A paid editorial column derived from press releases sent by advertisers. Includes one photo of product. Measures 3 columns by 6 1/4 inches. Runs each month with only one new product per month. Advertiser can run only one new product column per year.