



2012 Media Kit

- Holsteiner*
- American WB*
- RPSI*
- Trakehner*
- Hanoverian*
- Dutch WB*
- Swedish WB*
- Lusitano*
- Oldenburg*
- Westphalian*
- Canadian WB*
- Danish WB*
- Friesian Sporthorse*
- Irish Sporthorse*
- PRE/Andalusian*
- Belgian WB*
- Baden-Württemberg*

Our Mission: *Warmbloods Today* is the only magazine in North America focused on the entire spectrum of Warmblood breeds. It's a place where people from all aspects of the sport horse community can come together: amateurs, owners, trainers and breeders. Each issue contains interesting, informative and often heart-warming stories of peoples' experiences with their horses, along with thought-provoking opinions from various professionals and amateurs. Coverage includes all horses from European descent bred for the sports of jumping, dressage, eventing and driving including Iberian breeds and American Warmbloods.



"Your connection to the modern sport horse."

Now in its fourth year, *Warmbloods Today* is bi-monthly and is a beautifully-designed magazine all about today's modern sport horses and the people who are passionate for them. The editorial draws together owners, trainers, competitors and breeders of these great animals. All disciplines are included: hunter/jumpers, dressage, eventing and driving. Each issue is comprised of:

FEATURES There are two types of features. One is in-depth, fun and inspirational human interest stories about real people and their horses. Another is up-to-date informative articles about certain aspects of our sport horse industry.

POINT OF VIEW This is a place where amateurs and professionals alike can share opinions on topics such as: breeding, horse sales & purchasing, training, healthcare, the individual sports, bloodlines and other industry trends.

CONFORMATION CORNER Canadian Judy Wardrope is an expert in horse conformation. In this popular column she analyzes successful eventing, dressage and jumping horses with photos and diagrams.

WARMBLOOD WHOAS New Hampshire Warmblood breeder Scot Tolman writes this humorous column for us. He is VERY popular, and most readers report that it's the first thing that they read when they receive their magazine.



Reader Survey

Warmbloods Today readers are knowledgeable, experienced, affluent and passionate about their sport horses.

READER AGE

Under 30: 10%
30 – 50: 44%
Over 50: 46%

DISCIPLINES

82% Dressage
42% Breeding
39% Hunter/Jumpers
27% Eventing
15% Trails/Endurance
8% Driving

AVERAGE NO. OF YEARS OWNING/MANAGING HORSES: 25

AVERAGE NO. OF HORSES CURRENTLY OWNED/MANAGED: 8.9

AVERAGE TOTAL VALUE OF EACH READER'S HORSES: \$140,206

AVERAGE TOTAL EQUINE EXPENSES IN 2010 EXCLUDING HORSE PURCHASES: \$27,765

COVER-TO-COVER READERSHIP OF EACH ISSUE!

93% READ MORE THAN 50%

7% READ LESS THAN 50%

Source: Online Readership Survey May 2011

WARMBLOODS

Your Connection to the Modern Sport Horse

Advertising in *Warmbloods Today* will put your products, horses or services in front of a very affluent audience of sport horse owners, trainers and breeders who are serious about the feeding, care, training and maintenance of these expensive athletes. Almost 1/3rd of our audience are breeders with huge investments in their horses and their farms.

Warmbloods Today is printed bi-monthly, six issues per year, (Jan/Feb, Mar/Apr, etc.) The circulation of the magazine is diverse across the U.S. with a small portion going to Canada. With the variety of distribution outlets, your ad message will be seen by a high quality, qualified audience.

In addition, we archive all back issues on our website so that your ad exposure will continue to reach new customers for a very long time!

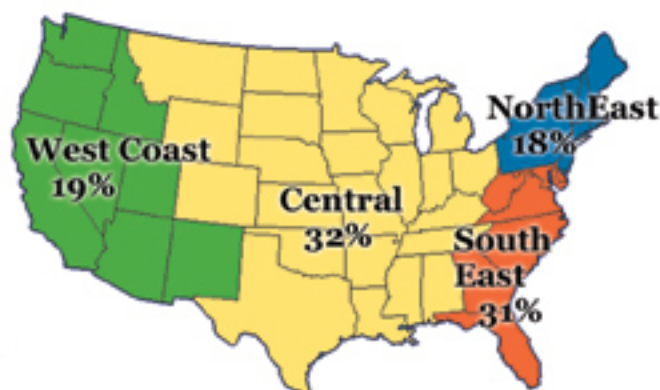
Nationwide Distribution: 10,000 + copies

- **Subscriptions**
- **Qualified Subscribers - current members of many breed associations**
- **300 Tractor Supply Stores + leading tack stores and Barnes & Nobles**
- **Major shows and events, such as Dressage at Devon, Equine Affaire, Rolex KY, Del Mar shows, Wellington shows and others.**
- **Major presence at HITS Shows (hunter/jumper show circuit in all 5 venues: NY, VA, FL, CA, AZ)**



Our 3' x 8' banner on display at all HITS.

U.S. Circulation by Region



With pass-along readership, your message reaches over 20,000 knowledgeable sport horse owners all across the U.S. and Canada.

Warmbloods Today magazine is the sport horse industry's hottest publication reaching amateurs and professionals who purchase, train, compete and/or breed these expensive, high caliber horses. Target your message to these affluent buyers!

AD SIZES

FARM / BREEDER / EVENT RATES			
All Color Rates · Non-commissionable			
Size	1X	2-3X	4-6X
Full Page	\$ 893	\$ 840	\$ 788
1/2 Page	\$ 536	\$ 504	\$ 473
1/4 Page	\$ 286	\$ 269	\$ 252

COMMERCIAL RATES			
All Color Rates · Non-commissionable			
Size	1X	2-3X	4-6X
Full Page	\$ 998	\$ 945	\$ 893
1/2 Page	\$ 599	\$ 567	\$ 536
1/4 Page	\$ 319	\$ 302	\$ 286

SPECIAL POSITIONS			
All Color Rates · Non-commissionable			
Size	1X	2-3X	4-6X
Covers 2, 3 & Page 3	\$1,100	\$1,050	\$ 1,000
Cover 4	\$1,200	\$1,150	\$1,100
Special Positions: Additional 10%			
Multiple ads per issue: Save 10% on add'l ads			

Space and material deadlines:

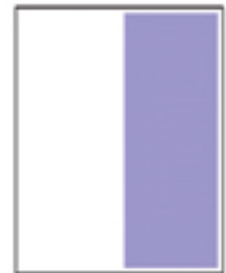
Jan/Feb closes Dec 1	arrives Jan 3
Mar/Apr closes Feb 1	arrives Mar 1
May/Jun closes Apr 2	arrives May 1
Jul/Aug closes Jun 1	arrives Jul 2
Sep/Oct closes Aug 1	arrives Aug 31
Nov/Dec closes Oct 1	arrives Nov 1

Eastern Reg'l Mgr: Jane Fitzwilliam 802-376-9449
 jane@warmbloodstoday.com
 Western Reg'l Mgr: Janell Baranski 317-258-2207
 janell@warmbloodstoday.com



FULL PAGE

Bleed area: 8.625 x 11.125 "
 Live area: 7.375 x 9.875 "
 Trim size: 8.375 x 10.875 "



1/2 PAGE VERTICAL

3.5 x 9.875 "



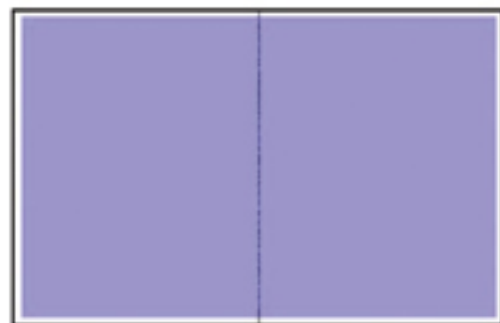
1/2 PAGE HORIZONTAL

7.25 x 4.75 "



1/4 PAGE VERTICAL

3.5 x 4.75 "



TWO PAGE SPREAD

Bleed area: 17" x 11.125 "
 Live area: 16" x 10"
 Trim size: 16.75" x 10.875"

*Ask about discounts
 for pre-payment
 of contracts!*

WARMBLOODS

Your Connection to the Modern Sport Horse

WARMBLOODS

T O D A Y
Your Connection to the Modern Sport Horse

We encourage all advertisers to submit ad material electronically (via email, ftp or on a CD). **Warmbloods Today** is a 4 color publication. Process color only.

ELECTRONIC SPECIFICATIONS

Digital materials required. PDF file that has been prepared for printing (high resolution). We cannot use PDF files that have been prepared for use on the World Wide Web. The following will be accepted at no additional charge if furnished according to the following specifications. Please provide files on CD ROM in one of the following formats: QuarkXPress 6.5 or lower (MAC), collected for output with report, all fonts and linked graphics files and include color proof. Adobe Illustrator 9.0 or lower (MAC) Photoshop CS or lower (MAC). Any other type of file requires use of an outside vendor and may result in additional charges.

Use stylized fonts and do not apply style attributes to basic fonts. Fonts with styles applied will default to Courier. All elements must be placed at 100% size. Avoid rotation or cropping of images in Quark. Do this in Illustrator, Photoshop, or Freehand. Do not nest EPS files in other EPS files. No RGB images are allowed. Process colors only.

VERY IMPORTANT

For all digital files, ensure that any graphics are at least 300 dpi at the required ad size. Please refrain from sending ads as GIF or PICT images. The quality of the text is compromised and requires resetting at an additional charge to the advertiser.

PC FORMAT

Please note: When sending files in PC format, please use one of the "accepted desktop publishing software" packages listed above. Also, be sure to include all fonts and imported graphics along with a proof. Formats such as PowerPoint Painter, Publisher, or Corel Draw are unacceptable and may require reconstruction of an advertisement at an additional charge or may result in the return of the ad to the advertiser. If the accepted desktop publishing software is not available to you, please see below to have us construct an ad.

PRODUCTION CHARGES

Extra mechanical work on electronic files such as enlargements, reproductions, major copy and/or illustration changes, half-tones, screens, handwork, manipulation of digital files, etc., will be billed at prevailing rates. This includes the manipulation of ad materials in order to make them acceptable for publication. Camera Ready art will incur a scanning and digital transfer fee of \$50.00.

AD DESIGN WORK

Warmbloods Today can design a basic 4 color ad for the price of \$150. You supply us with the photos, graphics, logos and text emailed to ads@warmbloodstoday.com. **Please, CHECK ALL CONTENT, SPELLING AND TEXT. ADVERTISER IS SOLELY RESPONSIBLE FOR APPROVED CONTENT ON THE FINAL AD.**

STORAGE OF PRINTING MATERIALS

All printing materials will be stored by publisher for twelve (12) months and then destroyed unless otherwise advised in writing by the advertiser.

Email final ad materials to: ads@warmbloodstoday.com

FTP site available to upload files greater than 10 MB.

Questions? Call 352-759-2300

Another affordable way to advertise prospects, stallions, products & services
in *Warmbloods Today!*

Sporthorse Showcase

Ad size (one size only): 1.625" x 3.5"

No need to supply finished artwork.
Warmbloods Today will design your
ad at no extra charge.



OLDENBURGS & HANOVERIANS
We have numerous Warmblood
Dressage prospects for sale. 8 are
under saddle. Great bloodlines
such as Wonderful/Weltmeyer,
Consul, Riverman. Many FEI
prospects. Near Ocala, Florida.
352-546-2272

www.aperfectlandingfarm.com

Advertisers: please supply the following via email to Sue@warmbloodstoday.com:

- One image file - a picture or logo. Jpg or Tiff files preferred. Photos may be cropped at the discretion of the designer.
- Headline of text (which will be in bold.) Up to 20 characters recommended.
- Maximum 30 words of body text
- Website address for bottom line; you may use your phone number instead.

All ads must be pre-paid by the closing date, preferably by credit card. Sue will send you an invoice via paypal to pay online, or she can take a credit card over the telephone. The Sporthorse Showcase ad cost is **\$95** per issue. Advertisers with another space ad of a quarter page or larger in the same issue will receive the Showcase ad at a discounted rate of **\$75** and the page # referencing the larger ad will be listed at the bottom of the Showcase ad in italics.

*It's easy! Call or email us TODAY to
place your ad!*

Sue@warmbloodstoday.com

603-876-4980

Jan/Feb closes Dec 1

Mar/Apr closes Feb 1

May/Jun closes Apr 1

Jul/Aug closes Jun 1

Sep/Oct closes Aug 1

Nov/Dec closes Oct 1