

# EDITORIAL & PRODUCTION SCHEDULE

**HORSESPORT**  
2017 MEDIA KIT



## FEBRUARY

**FOCUS:** Behaviour & Breeding Issue

**BOOKING DEADLINE:** December 13, 2016

**MATERIAL DEADLINE:** December 15, 2016

**Special Coverage:** Royal Agricultural Winter Fair & Royal West Gallery of Winners

**Bonus Distribution:** BC Equine Education Summit & Alberta Horse Conference

## MARCH

**FOCUS:** Safety & Education Issue

**BOOKING DEADLINE:** January 11, 2017

**MATERIAL DEADLINE:** January 18, 2017

**Bonus Distribution:** Can Am Equine Expo (ON)

## APRIL

**FOCUS:** Health Care

**BOOKING DEADLINE:** February 15, 2017

**MATERIAL DEADLINE:** February 22, 2017

**Bonus Distribution:** Mane Event (AB)

## MAY

**FOCUS:** Show Season (Apparel, Sports Medicine)

**BOOKING DEADLINE:** March 15, 2017

**MATERIAL DEADLINE:** March 17, 2017

**Special Coverage:** Winter Circuit Results

## JUNE

**FOCUS:** Hunter Jumper (Tack & Grooming, H/J Training)

**BOOKING DEADLINE:** April 13, 2017

**MATERIAL DEADLINE:** April 19, 2017

**Special Coverage:** Dressage & Jumping World Cup Finals

## JULY

**FOCUS:** Eventing Issue (Event training, Natural Horse Care)

**BOOKING DEADLINE:** May 15, 2017

**MATERIAL DEADLINE:** May 17, 2017

## AUGUST

**FOCUS:** Dressage (Dressage training, Hoof Care)

**BOOKING DEADLINE:** June 16, 2017

**MATERIAL DEADLINE:** June 20, 2017

**Bonus Distribution:** Spruce Meadows Masters (AB)

## SEPTEMBER

**FOCUS:** Nutrition, Equine Dentistry

**BOOKING DEADLINE:** July 14, 2017

**MATERIAL DEADLINE:** July 18, 2017

**Bonus Distribution:** Spruce Meadows Masters (AB)

## OCTOBER

**FOCUS:** Equine Welfare, Horse Clothing

**BOOKING DEADLINE:** August 14, 2017

**MATERIAL DEADLINE:** August 17, 2017

**Special Coverage:** 2016 Olympic Games

**Bonus Distribution:** Mane Event (BC)

## NOVEMBER

**FOCUS:** Royal Preview, Gifts

**BOOKING DEADLINE:** September 18, 2017

**MATERIAL DEADLINE:** September 20, 2017

**Special Coverage:** Spruce Meadows Masters

**Bonus Distribution:** Royal Agricultural Winter Fair (ON)

## DECEMBER

**FOCUS:** Year-End Review, Gifts/Books, New Technology

**BOOKING DEADLINE:** October 11, 2017

**MATERIAL DEADLINE:** October 13, 2017

## CANADIAN HORSE ANNUAL 2018

**BOOKING DEADLINE:** October 19, 2017

**MATERIAL DEADLINE:** October 27, 2017

**Special Distribution & Ad Rates**

