

The Family Horse Magazine **horse** *canada*

2013 Editorial Schedule

March/April

Features: Going Green, Hoof Care, Travel

Booking Deadline: January 23, 2013

Material Deadline: January 25, 2013

Bonus Distribution

Can-Am Show (ON) and All About Pets (ON)

May/June

Features: Farm Management, Rural Equipment, Grooming

Booking Deadline: March 28, 2013

Material Deadline: April 2, 2013

Bonus Distribution

Mane Event (AB) and Summer Horse Shows

July/August

Features: Tack, Apparel, Trail Riding

Booking Deadline: May 24, 2013

Material Deadline: May 27, 2013

Bonus Distribution

Summer Horse Shows, Fairs & Charity Events

Sept/Oct

Features: Natural Health, Horsemanship, Trailering, Fall/Winter Gear

Booking Deadline: August 2, 2013

Material Deadline: August 5, 2013

Bonus Distribution

Spruce Meadows Masters & Trade Shows

Nov/Dec

Features: Nutrition, Winter Horse Care, Gift Ideas

Booking Deadline: September 27, 2013

Material Deadline: September 30, 2013

Bonus Distribution

Royal Agricultural Winter Fair & Alberta Horse Breeders and Owners Conference

Canadian Horse Health Annual 2014

Special distribution: Special ad rates

Ad Booking Deadline: November 15, 2013



Mission: *Horse-Canada* is Canada's family horse magazine published 6 times a year with a readership of over 40,000 people per issue. The magazine focuses on tips for rural living and farm management as well as health, health care and well-being for all breeds of horses.

Frequency: 6 issues (including *The Canadian Horse Health Annual*)

Reader Demographic:

The average *Horse-Canada* reader:

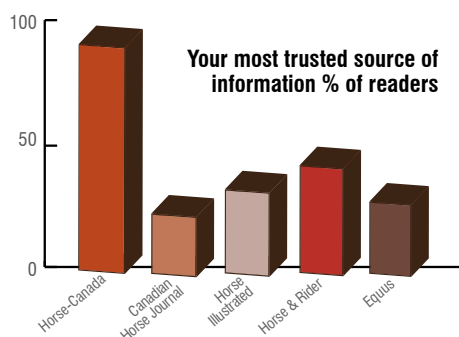
Female – 92%

Owens their own property – 66%

Income >\$50,000/year – 60%

Some secondary education – 79%

When looking for information, our readers choose *Horse-Canada* more than any other source.



Did you know...

- Investment in the Canadian horse industry is valued at over \$29 Billion?
- Horse owners in Canada spend \$1.6 Billion each year on products and services?
- The industry contributes over \$19 Billion annually to the Canadian economy?

*2010 Canadian Horse Industry Profile Study, Equine Canada

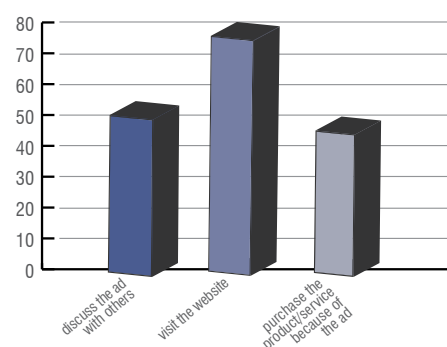
Each Year

Almost \$94 million is spent on feed supplements, over \$98 million on grooming and care products, and over \$125 million on tack and horse-related equipment.

HPG can take your message into this lucrative market. In print or online, we will deliver your message across the country.

Horse-Canada readers take action when they read ad

% of readers who take action



Every issue features *Horsepower* magazine for horse crazy kids!!!

Contact Dianne Denby

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