



ISSUE	THEME	FEATURES	BOOKING DEADLINE
February	Breeding Issue	Stallion, Mare & Foal Care Royal Results	December 8, 2011
March	Farm & Business Management	Insurance, Legal Advice, Fencing Bonus Distribution – Can Am Trade Show (ON)	January 10, 2012
April	Careers & Vacation	Travel, Healthcare, Education Bonus Distribution – Mane Event (AB)	February 10, 2012
May	Horse Shows	Apparel, Sports Medicine, Winter Circuit Results	March 9, 2012
June	Hunter/Jumper	Tack, Grooming, Hunter/Jumper Training Dressage & Jumping World Cup Finals	April 9, 2012
July	Eventing	Natural Horse Care, Event Training Rolex Three-Day Event Results	May 10, 2012
August	Dressage	Dressage Training, Hoof Care, Olympic Preview	June 8, 2012
September	Country Living	Nutrition Bonus Distribution – Spruce Meadows Masters (AB)	July 9, 2012
October	2012 London Olympics	Olympic Coverage, Equine Art and Gifts Bonus Distribution – Mane Event (BC)	August 10, 2012
November	Royal Preview	Royal Preview, Olympic Para-Dressage Spruce Meadows Masters Results Bonus Distribution – Royal Winter Fair (ON)	September 10, 2012
December	Winter Care & Technology	New Technology, Year-End Review, Winter Horse Care	October 11, 2012

MISSION: Horse Sport magazine is dedicated to providing the competitive equestrian with the most thorough and timely reporting and analysis of the events, trends and issues that impact their world. With an emphasis on the Olympic disciplines of show jumping, dressage and eventing, Horse Sport is an invaluable resource for news relating to the horse industry, training advice from professionals, profiles of top riders, equine health issues and other topics important to owners, riders, trainers, breeders and coaches.

FREQUENCY: 12 issues (including The Canadian Horse Annual)

READER DEMOGRAPHIC:

The average Horse Sport reader is:

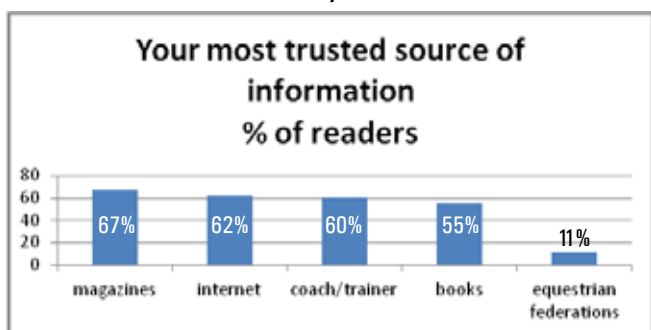
Female – 93%

Owns their own property – 62%

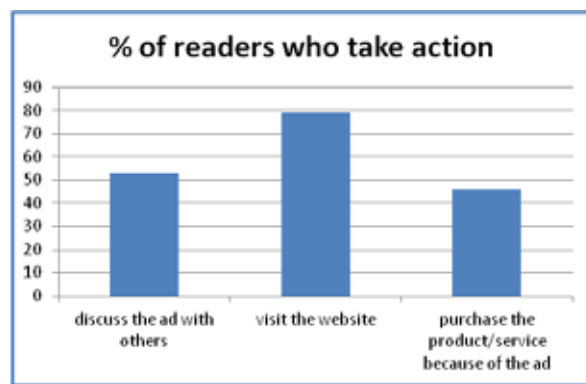
Household income > \$75,000/year – 57%

Some secondary education – 79%

When looking for information, our readers turn to magazines more than any other source.



92% of Horse Sport readers take action when they read ads in Horse Sport:



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 on-line, we will deliver your message across the country.