

# EDITORIAL & PRODUCTION SCHEDULE



## FEBRUARY

**FOCUS:** Breeding & Tack

**BOOKING DEADLINE:** December 7, 2018

**MATERIAL DEADLINE:** December 12, 2018

**SPECIAL COVERAGE:** Royal Winter Fair and Royal West gallery of winners & Photo Contest winners

**BONUS DISTRIBUTION:** BC Equine Education Summit & Alberta Horse Conference

## MARCH

**FOCUS:** Horse Shows & Nutrition

**BOOKING DEADLINE:** January 14, 2019

**MATERIAL DEADLINE:** January 16, 2019

**BONUS DISTRIBUTION:** Can Am Equine Expo (ON)

## APRIL

**FOCUS:** Fashion & Health

**BOOKING DEADLINE:** February 14, 2019

**MATERIAL DEADLINE:** February 20, 2019

**BONUS DISTRIBUTION:** Mane Event (AB)

## MAY

**FOCUS:** Trailering & Hoof care

**BOOKING DEADLINE:** March 14, 2019

**MATERIAL DEADLINE:** March 19, 2019

## JUNE (Hunter/Jumper Issue)

**FOCUS:** Tack & Grooming

**BOOKING DEADLINE:** April 15, 2019

**MATERIAL DEADLINE:** April 17, 2019

## JULY (Eventing Issue)

**FOCUS:** Natural Horse Care

**BOOKING DEADLINE:** May 14, 2019

**MATERIAL DEADLINE:** May 16, 2019

**SPECIAL COVERAGE:** Pan American Games preview

## AUGUST (Dressage Issue)

**FOCUS:** Hoof Care & Dentistry

**BOOKING DEADLINE:** June 14, 2019

**MATERIAL DEADLINE:** June 18, 2019

**BONUS DISTRIBUTION:** Spruce Meadows Masters (AB)

## SEPTEMBER

**FOCUS:** Fall Fashion & Nutrition

**BOOKING DEADLINE:** July 15, 2019

**MATERIAL DEADLINE:** July 16, 2019

**BONUS DISTRIBUTION:** Spruce Meadows Masters (AB)

## OCTOBER

**FOCUS:** Horse Blankets & Healthcare

**BOOKING DEADLINE:** August 15, 2019

**MATERIAL DEADLINE:** August 19, 2019

**SPECIAL COVERAGE:** Pan American Games Report

**BONUS DISTRIBUTION:** Mane Event (BC)

## NOVEMBER

**FOCUS:** Gifts

**BOOKING DEADLINE:** September 16, 2019

**MATERIAL DEADLINE:** September 18, 2019

**BONUS DISTRIBUTION:** Royal Agricultural Winter Fair (ON)

## DECEMBER

**FOCUS:** New Technology

**BOOKING DEADLINE:** October 15, 2019

**MATERIAL DEADLINE:** October 16, 2019

## CANADIAN HORSE ANNUAL 2020

**BOOKING DEADLINE:** October 24, 2019

**MATERIAL DEADLINE:** October 30, 2019

**SPECIAL DISTRIBUTION & AD RATES**

