

SEEING THE WORLD *four hooves at a time* **HORSEBACK** magazine



IF IT RELATES TO THE BACK OF A HORSE
WE'RE ON IT!

A NEWS AND FEATURES DRIVEN PUBLICATION
COVERING UP TO THE MINUTE BREAKING NEWS
ON ALL DISCIPLINES FROM RODEO TO DRESSAGE



Editing the most read regional publication of its kind in the nation has been an adventure. After close to 40 years in the journalism business finding another unexpected fact to learn has ceased to be a surprise to me. Instead, I come to expect my continuing education to last long into the future, and thank goodness for it.

One of the more important things I've learned regards the nature of the glossy magazine format itself. This is a far different creature from the newsprint tabloids broadsheet newspapers where I've spent most of my career as a journalist and editor. Why?

People keep colorful glossy magazines – sometimes for years. While copies of the *Houston Chronicle*, *Austin American Statesman*, *Dallas Morning News*, *Daily Oklahoman*, *Fort Worth Star Telegram* and the *New Orleans Times Picayune*, provide vital information – a day later they are nothing more than a convenient material with which to wrap the glassware on moving day.

That doesn't happen with glossy magazines such as *Horseback*. Last week we got a call from a reader who was looking for a phone number because the one she had seen in an ad in the magazine didn't connect. Needless to say, we were concerned that we had mistakenly put a wrong number in a client's ad in the current issue. In our business, that's the last thing you want to happen because the advertisers pay our bills and help keep the doors open.

But upon a query we learned that the reader was looking at a copy of the magazine that was five years old. This kind of call isn't unusual on our business, it is commonplace.

You see, people, for some reason, keep colorful glossy magazines around. You'll find old copies *Horseback* or *Texas Horse Talk*, sometimes years old, in waiting rooms, on coffee tables, and yes, in the magazine rack sitting next to the all important bathroom throne. Simply stated, *Horseback Magazine* has staying power.

And because of the nature of the stories you'll find in our publication, people maintain entire collections. We know of one fellow who has a copy of every publication Vicki and I have ever produced. And I'll never forget the surprise I felt the first time I saw one of our publications for sale on E-Bay. That's pretty astonishing for a publication that has long boasted it is "Priceless."

All we can say is thanks – and keep reading us. All we can offer you is honesty, integrity, and a damned good read each and every month.

Steven Long
Editor; news@horsebackmagazine.com

JUST A GOOD READ

**OVER 50,000 READERS IN
THREE STATES
TEXAS, OKLAHOMA, LOUISIANA**

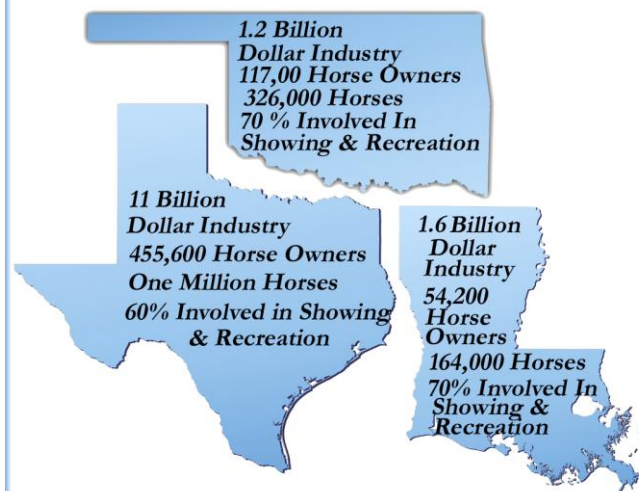
**97% of our Readers are
Horsemen & Women!**

Demographics of horse ownership in the United States:

85% are women; 63% are married; they are between 34 & 54 years of age and 63% have a college degree. 38% have a net worth of more than \$500,000 while nearly half have an income of more than \$100,000 and 66% live on 10 acres or more. Their affluence is demonstrated by the average value of homes which is \$594,000. One fourth owns 5 horses or more.

**Survey Conducted By the United States
Equestrian Federation*

70% OF OUR READERS ARE RECREATIONAL HORSE OWNERS



85% of our magazines are distributed in feed stores, tack stores, western and English apparel stores, and special events, virtually anywhere horse owners congregate.

We provide up to the minute, authoritative information on the latest trends in training, veterinary care and equine nutrition, plus fun stories on our lifestyle.

Horseback Magazine is fun to read. Each month we bring readers not only the nuts and bolts information horse owners need, but also fun stories on the surprising people who have what we call the "horse habit". That's why you won't find tall stacks of *Horseback Magazine* left over at the end of the month at your local feed store. People pick up our magazine because we provide them with a priceless, provocative, informative and fun publication,

Your ad will appear in our print version as well as on line in our E-magazine that currently services readers from 52 states and 5 foreign countries.

A WORD (OR TWO) FROM OUR READERS...

"I look forward, every month; to Horseback Magazine I can say this to you: It has a lot of eye appeal. First thing I do is look at every page, because it is fun to turn the pages and see the pictures and then I settle into reading. You & Steven are a good team. I've told a bunch of people outside of Texas, that your horse magazine is the best. I love it!!! You and Steven set the standard for the other equine related magazines. To tell you the truth, I've let other subscriptions go by the boards. Evidence of what I'm telling you is that my kids walk in the door and walk straight to the coffee table to look at the latest issue. They've never done this before, though I have a big magazine basket full of all sorts of horse publications in my family room. They only look for Horseback Magazine. You work to put it together, so maybe you don't recognize how nice the finished product is. I can't brag enough. I thank you. You are both very talented and you know what people want to read." Bonnie Oliver, West Virginia

READERSHIP SURVEY

BASIC DEMOGRAPHICS:

97 % OF *HORSEBACK MAGAZINE* READERS OWN A HORSE
72 % OF *HORSEBACK MAGAZINE* READERS ARE OVER 35.
(THEY HAVE MORE DISCRETIONARY INCOME THAN ANY OTHER DEMOGRAPHIC GROUP)
48 % OF *HORSEBACK MAGAZINE* READERS ARE MALE
51 % OF *HORSEBACK MAGAZINE* READERS ARE FEMALE
70% OF *HORSEBACK MAGAZINE* READERS ARE MARRIED
74% OF *HORSEBACK MAGAZINE* READERS OWN FIVE OR MORE ACRES OF LAND
65% OF *HORSEBACK MAGAZINE* READERS MAKE MORE THAN \$80,000 ANNUALLY,
89% PERCENT OF *HORSEBACK MAGAZINE* READERS ARE RECREATIONAL HORSEMEN

HORSEBACK MAGAZINE READERS ARE FAITHFUL:

72 % OF WHO READ THE MAGAZINE NEVER MISS AN ISSUE
48 % OF READERS KEEP THEIR COPIES AS A REFERENCE

OUR READERS ARE CONSUMERS:

88% OWN A TRAILER, AND 22% OF THEM PLAN TO BUY A NEW ONE
83 % BOUGHT TACK IN THE LAST 6 MONTHS
79 % BOUGHT WESTERN WEAR IN THE LAST SIX MONTHS
42 % PLAN TO BUY A SADDLE IN THE NEXT 6 MONTHS
32 % BOUGHT A HORSE IN THE LAST 6 MONTHS

OUR READERS ARE ACTIVE:

71% USE HORSES FOR SPORT IN MORE THAN ONE DISCIPLINE
12 % BARREL RACE
10 % ARE TEAM PENNERS OR CUTTERS
48% OWN MULTIPLE BREEDS
97 % OWN A HORSE
33 % OWN CATTLE
88% PLAN TO TRAVEL WITH THEIR HORSE THIS YEAR
52% PLAN TO TRAVEL MORE THAN 100 MILES WITH THEIR HORSE THIS YEAR



EDITORIAL

Each month *Horseback Magazine* covers a variety of valuable information dedicated to the recreational equine enthusiast.

Our columnists are some of the top names in horsemanship. We keep up to date on pertinent equine breaking news as it happens on our web site, horsebackmagazine.com as well as in print.

There are however certain months devoted to special interests and we are there.

January – March is Texas' Rodeo Season, and we publish the major rodeo horse shows.

April-May affords the gulf coast trail riding and events, as well as the road to horse racing's Triple Crown.

June is our official paint horse issue in honor of the American Paint Horse Association World Show.

Fall is devoted to coverage of trail and pleasure riding as well as horse show events.

November & December sports our annual Holiday Gift Guide.

A WORD (OR TWO) FROM OUR CLIENTS...

"Hey Vicki we had some customers from Ft Worth that picked up a Horseback Magazine at the show there... Great job!" Doc, Waller Rustic Furniture

"You guys are the best! All I can tell you is that the calls have been pouring in from your readers who have read about our pads and want to find out where they can get them. I'd say a major success". Best, Stephanie White Eagle

"For over a year I have run an ad with Horseback Magazine with outstanding results. The response was better than expected. The past few months I have received as many as 70 calls per day." Charlie Latimer

FOR ADVERTISING CONTACT:

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SEND EDITORIAL & RELEASES TO:

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FOR EVENTS SEND TO:

events@horsebackmagazine.com

MECHANICAL REQUIREMENTS

Full Page (Live) = 7.5" x 10"

Full Page (Bleed) = 8.88" x 11.38"

2/3 Page (vertical) = 4.94" x 10"

1/2 Page (vertical) = 3.62" x 10"

1/2 Page (horizontal) = 7.5" x 4.88"

1/3 Page (vertical) = 2.38" x 10"

1/3 Page (horizontal) = 7.5" x 3.16"

1/3 Page (square) = 4.94" x 4.88"

1/4 Page (vertical) = 3.62" x 4.88"

1/4 Page (horizontal) = 4.88" x 3.62"

1/6 Page (vertical) = 2.38" x 4.88"

1/6 Page (horizontal) = 4.94" x 2.31"

1/6 Page (square) = 3.63" x 3.63"

1/8 Page (horizontal) = 3.63" x 2.25"

1/12 Page (vertical) = 1.833" x 3.175"

DIGITAL FILE AND EMAIL REQUIREMENTS:

ACCEPTABLE FILE FORMATS: TIFF, EPS, PDF WITH FONTS EMBEDDED, COLOR IMAGES MUST BE CMYK, RESOLUTION MUST BE 300 DPI

SEND FILES TO:

VICKI LONG

vicki@horsebackmagazine.com

**Materials due by the 15th of the month prior to run date*

Horseback Online - horsebackmagazine.com

Visited Daily in all 50 states- Visited Monthly in 55 Foreign Countries-2009 Hit Count - 1 Million
BREAKING NEWS UP-DATED DAILY

A WORD (OR TWO) FROM OUR CLIENTS...

"I get most of my response on our metal building sales from people that have seen it in your magazine. I have Gotten a lott of quotes on buildings in the past three weeks"

Dana Ward