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# H O R S E J O U R N A L S

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## *Equine Express*

**Reports are in! It seems that both readers and advertisers alike LOVE the new and improved version of the Pacific and Prairie Horse Journal. Our top quality editorial and fabulous advertisers are perfect matches for the high quality bond paper the magazine is printed on. Thank you to those who have provided feedback and, as always, we welcome your comments.**

**And, speaking of new and improved, members of our staff took part in recent professional development seminars offered through the Canadian Magazine Publishers Association and B.C. Association of Magazine Publishers. Seminars included useful ways to increase circulation, how to create attention grabbing headlines, and the ins and out of the printing industry. As well, representatives of both the provincial and federal governments were on hand to answer questions and provide valuable**

**information regarding the publishing industry in Canada.**

**A report from the Canadian Magazine Publishers Association states, "Canada's magazines deliver Canadian perspectives to Canadians better than any other cultural product (i.e. film, television, books, music). In fact, 77% of Canadians prefer Canadian magazines simply because foreign magazines do not contain relevant information on Canadian products, services or interests. Upwards of 88% believe it is important that Canadian editorial content originates in Canada and a whopping 90% say foreign titles don't address Canada effectively."**

**This information is good news to our advertisers, as the Horse Journals have always strived to report on the Canadian perspective and support the Canadian economy by using Canadian writers and photographers for editorial content.**

### **New Product or Service?**

**Does your business have a new product or service? We would be happy to publish a press release to give that new product or service some additional exposure. Don't hesitate to submit your press releases and we will do what we can to help you promote your new items.**

### **Bonus Distribution!**

**Our national magazine, the Canadian Horse Journal, will enjoy bonus distribution at the upcoming Can-Am All Breeds Equine Emporium and Trade Show scheduled for March 17-20, 2005 at the Western Fairgrounds in London, ON, and the FEI World Cup in Las Vegas, NV, April 20-24, 2005.**

While driving in Pennsylvania, a family caught up to an Amish carriage. The owner of the carriage obviously had a sense of humor, because attached to the back of the carriage was a hand printed sign...  
"Energy efficient vehicle: Runs on oats and grass. Caution: Do not step in exhaust."

*"There is no time like spring when life's alive in everything." Christina Rossetti.*



**Advertising Tip - Things to Consider When Building Your Business Web Site**

Have you ever visited a web site and found yourself leaving it in short order, either because it's too complicated or you just can't find what you are looking for? Here are some things to consider when constructing your own site to ensure success.

It's important to consider the results you anticipate your web site will generate. For example, is your goal to increase revenue and decrease costs? Also, consider who you are building the web site for and always keep your customer in mind.

Often extravagant flash pages and cute animations are a time waster. Most people just don't have the time to spend on viewing these things before they get to the meat of your web site. Less is more in this case. That also applies to making your site easy to manoeuvre, in other

words, don't make the visitors to your web site work to get the information they are looking for which includes avoiding graphics in links which are not self-explanatory.

If warranted, photos can be worth a 1000 words, however, ensure that important information about your product or service is not missed. And, in the details and description of your product or service, it's best to use simple, concise language. The more you ramble on the less likely visitors will read it.

Lastly, ensure you get the maximum number of hits to your site by having great placement in a search engine. Once you have completed all the hard work of building your site and it has been up and running for a while, check on its success and tweak it if needed.

**Editorial Lineup**

**Canadian Horse Journal  
May/Jun05 issue**

More Holidays on Horseback — Friendships out of Trail Dust  
Special Safety & Risk Management Issue  
- Helmets, Caring for the Injured Rider  
- Occupier's Liability & Insurance  
Ride a Gaited Horse — Many Gaited Breeds Showcased  
Fencing & Pasture Management

**Pacific and Prairie Horse Journal  
April05 issue**

Holidays on Horseback — plus Back Country Travel Tips  
Spotlight on Stallions — continues until June  
Spring Training — Young Horses  
**May05 issue**  
Annual Trailer & Transport Issue — Reduce Shipping Stress  
More Holidays on Horseback & Trail Tips  
Horse Health & More

**From all of us at Horse Journals, Happy Easter!  
Kathy, Irene, Elisa, Janna, Kate, Carole, Whitney, Carol and Chrissy**

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