



Horse Community Journals Inc.

Canada's Horse Industry Leader Since 1991

MEDIA KIT 2020

PHOTO: SHUTTERSTOCK / KATHO MENDEL



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Canadian Horse Journal is Canada's #1 horse magazine, and **Horse Community Journals** is proud to be Canada's leader in multi-media marketing for the horse industry.

Grow Your Business With Us.

The Power of Multi-Media

Over the past 28 years, Horse Community Journals has evolved into an iconic Canadian Multi-Media brand. Today's readers want informative content that spans websites and digital devices. Today's marketers want to reach readers in all market segments.

Horse Community Journals is proud to be the leader in Multi-Media Marketing for Canada's horse industry.

Contact us for a Multi-Media Proposal that Suits Your Business Needs.

Reach more than 1 million horse lovers annually...

Print • Online • Social Media

Canadian Horse Journal

75,000 readers per issue

CANADA's Equine Guide

75,000 readers per issue

HORSEJournals.com

750,000 page views,
550,000 sessions annually

Social Media

378,000 Facebook, Twitter,
and Instagram fans/followers

E-Newsletters

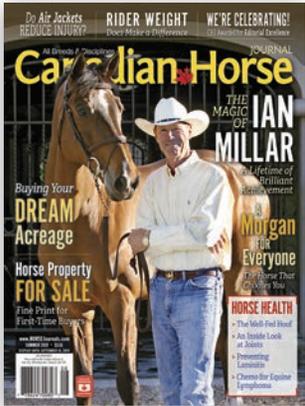
10,000 e-subscribers

Our Flagship Brand

Canadian Horse JOURNAL

Partner with Canada's #1 Horse Magazine

In today's era of media overload, engaging consumers has become a core challenge for advertisers trying to forge a closer relationship with their target audience.



Canadian Horse Journal is a trusted voice for professionally-researched and written, editor-reviewed, curated content. For 28 years, horse people have been relying on this magazine to inform and inspire them, and savvy marketers know that our brands are a shortcut to quality.

Canadian Horse Journal bonds with readers and connects them with their interests and passions. When readers are absorbed in quality content, ads are not an interruption but rather a window to what's new and important.



PHOTO: SHUTTERSTOCK / IRITITA

From Our Clients:

"Especially in this age of digital and online media proliferation, your magazine continues to be an inspiration to riders, industry publications, and small businesses across the country. You have developed a significant and influential presence in the marketplace."

Sabine Schleese, Schleese Saddlery

"As an advertiser, it is a real pleasure to work with CHJ. They're not just selling ad space. We're especially pleased because we feel like they are a part of our team, helping us succeed too. And they do it effectively. You can tell from their writing that they put in a lot of effort to accurately understand and stay up-to-date on the science of horse health. We look forward to continuing this successful relationship for a long time."

Barbara Socha, Signal-Health LLC/
Signal-Health Canada Inc.

"Beautiful, beautiful, beautiful, wonderful issue. I haven't put the darn thing down since the copies arrived."

Dan Wilson, Woodmont Canadians

FAST FACTS

Launched: 1991 (AS PACIFIC HORSE JOURNAL)

Frequency: 6 bimonthly Print and Digital issues per year — Canada's Equine Guide (JAN/FEB), Spring (MAR/APR), Early Summer (MAY/JUN), Summer (JUL/AUG), Autumn (SEP/OCT), Winter (NOV/DEC).

Distribution: Subscriptions, newsstands, horse industry outlets, horse shows and conferences, trade shows, horse industry professionals

• **Cover Price:** \$5.95

• **Readership:** 75,000

• **Editorial Focus:** From the competitive athlete to the backcountry rider, Canadian Horse Journal focuses on topics relevant to EVERYONE in Canada's horse community.

• **Industry Partners** include Horse Council BC (since 1993), Nova Scotia Equestrian Federation, New Brunswick Equestrian Association, Equine Association of Yukon, Manitoba Horse Council, Horse Industry Association of Alberta, Western College of Veterinary Medicine, University of Guelph, and many more.



A Trusted Marketing Environment

Amid today's abundance of 'fake news,' magazines offer credibility and a safer ad environment.

"In print, online, on mobile or video, magazine media delivers the expertly researched, written and produced content you trust in the safe environment you deserve."

MAGAZINE MEDIA. BETTER. BELIEVE IT.



PHOTO: ISTOCK / JACK F

🍁 **My Horse**
🍁 **My Passion**
🍁 **My Magazine**

Canadian Horse Journal

Reader Demographics

Our Readers Are Your Customers

Reader Demographic

Canadian Horse Journal (CHJ) readers are educated, affluent, dedicated horse people...

- 88% have post-secondary education
- 70% reside on an acreage, country property, farm or ranch
- 94% are female
- 82% participate in clinics or regular riding lessons
- 84% attend educational seminars and trade shows
- 57% take equine-oriented courses

Dedicated Readers

- 78% of CHJ readers save their copy for a year or more
- 99% of CHJ readers are likely to renew their subscription/continue reading CHJ

THE TOP 10

CHJ Readers' Favourite Categories and Themes...

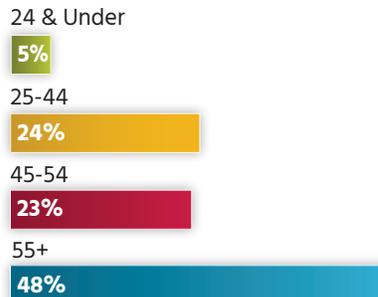
1. **MOST FAVOURITE** — Horse Health, Care, Nutrition
2. Training
3. How-To
4. Canadian Content
5. Farm & Stable Management
6. Rider Psychology
7. History and Heritage
8. New Products, Book/Product Reviews
9. Industry (business/economy, horse welfare, etc)
10. Breed Profiles

97% of readers review **all** display ads in **CANADIAN HORSE JOURNAL.**

ALL STATISTICS ARE FROM OUR 2016 READERS' SURVEY

Demographics

CHJ Readers' Age Ranges



CHJ Readers' Annual Household Income



Canada's Horse Community is our Niche

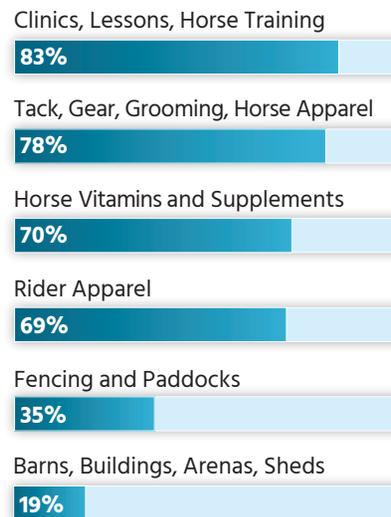
— stretching far and wide from rural areas to major urban centres, and forming a highly desirable demographic of educated, affluent, and dedicated horse people.

A Snapshot of our Canadian Horse Journal Reader



How CHJ Readers Interact with Advertising

CHJ Readers' Spending Habits and Purchasing Intent for the next 18-24 months



Testimonials

"Nothing will keep me from getting and reading CHJ."
— Kathryn M., Kars, ON

"As long as I'm a horse nut, chances are I'll be reading CHJ. I'm fairly confident that the nuttiness isn't going away any time soon!"
— E. Wain, Whitehorse, YT

"It's a very high-quality publication and something we find as an effective way to reach out to people in the province. It was our very first association partner over 20 years ago, and we've worked consistently with CHJ and watched them grow and flourish to become the largest horse magazine in Canada.

"They have dedicated readers who go to that publication every issue so we find it a very effective vehicle to put our news into and get the message out to members on different things that are happening because it's so well read."

— Lisa Laycock, Executive Director, HCBC

Canadian Horse Journal's Multi-Channel Distribution Program

Canadian Horse Journal is the ONLY Canadian equine magazine delivering both an industry-leading paid circulation base AND an additional large audience through major targeted and complimentary distribution. Our distribution network continually reaches new readers and expands markets for our clients.

What Sets Us Apart?

Paid Circulation (57%)

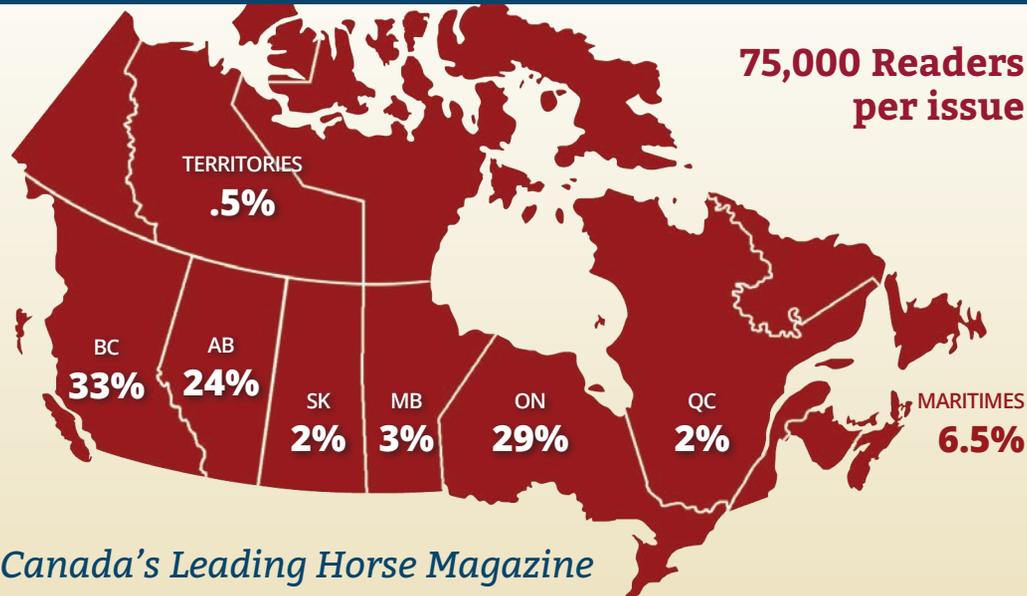
- 28-year-strong list of Dedicated Subscribers.
- Major Newsstands Coast to Coast — at Chapters, Indigo, Grocery, Bookstores, and more.

CHJ Controlled Circulation (43%)

- 200+ tack, feed, and equestrian centres, distribute thousands of CHJ to their patrons.
- 1000s of sponsorship copies distributed at more than 100 shows and events, nation-wide, year-round.

Our unique distribution network delivers Canada's largest equestrian audience, continually reaching new readers, and expanding markets for our clients.

Print Edition Geographic Breakdown



Canadian Horse Journal connects with all breeds and disciplines and reaches your total target audience.



Our Sponsorships Add Value to Your Marketing

"Dressage Niagara is a small not-for-profit club promoting the sport of dressage to Youth, Adult Amateur and Open (professional) members in the Niagara Region. Canadian Horse Journal has donated to us free magazines and gift certificates for our members, and specifically our Youth High Point Champions, and Youth Year-end Champion and Reserve.

"We have heard back from parents and members that they appreciated the magazine, and that the gift kept them informed, and featured new and useful articles all year to help them with their horse management and sportsmanship. We very much appreciate being partnered with Horse Journals."

Louise Kennedy on behalf Dressage Niagara

2020 Print Edition

Editorial Themes & Closing Dates

Canada's #1 Source for Horse Health and the Latest Veterinary Research.

CANADA'S EQUINE GUIDE 2020

(ANNUAL, RELEASED EARLY FEBRUARY)

The Future of the Horse in the 21st Century: Multiple Features
Horse Care Through the Seasons: Annual Calendar (vaccinations, deworming, hoof care, etc.)

Horse Welfare: Multiple Features

Salute to Saddle Makers
Latest Industry Research

BONUS DISTRIBUTION:
Trade Shows including Can-Am Equine Expo (ON), Saskatchewan Equine Expo, Horse Shows & Events Across Canada, Extended Newsstand Exposure

DEADLINE: DECEMBER 20, 2019

SPRING 2020

(MARCH/APRIL)

Spring Horse Health
First Aid for Horses
NRC Feeding Guidelines and Why They Are Important
Barns & Properties Part 1
Trailer & Transport Issue
Holidays on Horseback Part 1
New Products Showcase

BONUS DISTRIBUTION:
Can-Am Equine Expo (ON), Royal Manitoba Winter Fair, Horse Shows & Events Across Canada

DEADLINE: FEBRUARY 10, 2020

EARLY SUMMER 2020

(MAY/JUNE)

Horse Health & Care
Tack & Gear
Barns & Properties – Part 2
Holidays on Horseback – Part 2
Training & Horsemanship
Horse Health Lines
16-Page Supplement from WCVM (Western Canada copies)

BONUS DISTRIBUTION:
Horse Shows & Events Across Canada

DEADLINE: APRIL 10, 2020

All Breeds & Disciplines
Canadian Horse
JOURNAL



SUMMER 2020

(JULY/AUGUST)

Hoof Care & Lameness Issue
Summer Horse Health & Management
Country Homes & Acreages
Training & Horsemanship

BONUS DISTRIBUTION:
Horse Shows & Events Across Canada

DEADLINE: JUNE 12, 2020

AUTUMN 2020

(SEPTEMBER/OCTOBER)

Fall Horse Care & Feeding
Winterize Horse & Farm
Back to Schooling
Horse Health Lines
16-Page Supplement from WCVM (Western Canada copies)

BONUS DISTRIBUTION:
Royal Winter Fair (ON), Horse Shows & Events Across Canada

DEADLINE: AUGUST 12, 2020

WINTER 2020

(NOVEMBER/DECEMBER)

Winter Horse Health & Care
Focus on Feeding
Celebration of Horses Photo Contest Winners
Special Seasonal Features

BONUS DISTRIBUTION:
Newsstand Promotions Across Canada, Best-Selling Newsstand Issue

DEADLINE: OCTOBER 15, 2020

Editorial Calendar subject to change without notice.



Meet the industry experts and award-winning writers who are among our regular contributors:

- **Jec A. Ballou** Coach, trainer, clinician, author, specialist in equine fitness and performance.
- **Equine Guelph**
- **Margaret Evans** Author, speaker, award-winning horse industry journalist.
- **Jonathan Field** World-renowned horseman and clinician.
- **Shawn Hamilton** International equine photojournalist.
- **Alexa Linton** Writer, equine sports therapist, osteopathy student.
- **Tania Millen** Horse industry journalist, scientist, environmental consultant, backcountry rider.
- **Shelagh Niblock PAS** Equine nutritionist.
- **Dr. Wendy Pearson, Ph.D.** Dr. of Veterinary Toxicology.
- **April D. Ray** Trainer, EC and BHS certified coach.
- **Kathy Smith** Editor & Publisher, Horse Community Journals, Inc.
- **Karen Weslowski, LLP** Miller Thomson.
- **Western College of Veterinary Medicine**

HORSEJournals.com

Market Your Business on Canada's Leading Horse Industry Website



Today's marketers want to reach readers in all market segments regardless of the platforms they use.

Today's readers want informative content that spans websites and digital devices.

HORSEJournals.com will showcase your business to our huge industry audience. Here horse enthusiasts find a trusted resource of professionally written, high calibre information covering all aspects of horse care, horsemanship, training and property management.

Measure Your Marketing Results in Ad Performance

- ▶ Leaderboard ads average **671,600 unique impressions/year**
- ▶ Box ads average **312,440 unique impressions/year**



Online Display Ads

Choose From:

- Leaderboard Ad**
(728 pixels x 90 pixels)
- Box Ad**
(350 pixels x 300 pixels)

- Display Ads appear on All Pages.
- Ad design is included in our rates. Prepared artwork can be supplied as 72 dpi JPEG or PNG file.
- All ads rotate with other ads.
- Save up to 30% if booked with print.

Sponsored Content — see page 8

A Snapshot of our Website Audience

74%
ARE
FEMALE

33%
ARE AGES
18-34

21%
ARE AGES
45-54



18%
ARE AGES
35-44

19%
ARE AGES
55-64

9%
ARE AGE
65+

- Our website receives more than **750,000 page views, 550,000 sessions annually.** (Google Analytics)
- Our website is continually promoted on Social Media to **378,000 fans/followers**, in our Hoofbeat E-Newsletter to more than **10,000 E-Subscribers**, and in Canadian Horse Journal to **75,000 readers.**

E-Newsletter Marketing

Highly Visible Marketing at Affordable Rates

Our E-Newsletter audience is engaged and receptive, and our E-Newsletters enjoy excellent Open and Click-Thru rates (CTR) that are well above the industry average.

Reach our E-Newsletter audience of more than 10,000 active contacts in two ways:

1 Custom E-Newsletters

- Dedicated exclusively to your products and services
- Includes Social Media promotion to 378,000 fans/followers

BANNER AD IN HOOFBEAT E-NEWSLETTER



2 Banner Ads in our Hoofbeat E-Newsletter

- Our popular weekly Hoofbeat E-Newsletter featuring new articles, trending news, contests, blogs and polls
- Includes Social Media promotion to 378,000 fans/followers
- High visibility banner ads are placed at the top or in body of the Hoofbeat E-Newsletter



Manes & Tails the EcoLicious Way

We all want our horse to have a thick, shiny tail, but achieving that can sometimes be difficult. Here are some tips and tricks to help your horse's tail grow thick and shiny...



From the Inside-Out

Horses, just like people, need proper nutrition to grow hair well. Breed genetics play a part, but diet is important. Check what your horse is eating and make sure he has a complete, balanced diet. A supplement with omega 3 fatty acids or B vitamin biotin may help stimulate hair growth. Your horse's mane and tail are the name. However, you need the right balance when adding extra vitamins/minerals. For example, too much biotin can be toxic, leading to hair loss. Consult your veterinarian or an equine nutritionist to make sure your horse's diet is properly balanced.

Put Down the Brush

Brushing the tail can pull and rip hair out. Instead, use a dandy brush and brush only the tail from the top to the bottom. Take the time to groom the tail from the top to the bottom (and keep your barn aisle clean). Use the MANIAC Mane & Tail Detailing Infusion to keep it slick, shiny and moisturized day to day. Leave it on through the tail, hold the tail against your thigh and brush from the bottom up with

Our E-Newsletter Open Rates are ABOVE the industry average.

CUSTOM E-NEWSLETTERS



Sponsored Content — All Platforms

Connecting with Consumers Through Customized Content

Companies of all sizes are embracing Sponsored Content to reach customers.

SPONSORED CONTENT explains your products and services in a familiar, user-friendly article format. Readers spend more time engaging with your brand, which in turn leads to better-informed, higher quality customers.

As Canada's leader in new marketing strategies for the horse industry, we have delivered successful Sponsored Content campaigns for our clients for the past five years — backed by our 28 years of experience serving the horse industry.

SPONSORED CONTENT IS PUBLISHED HERE:

HORSEJournals.com

THE **Hoofbeat**
E-NEWSLETTER



Canadian Horse Journal PRINT OPTION

Choose From a Sponsored Feature Campaign or a Sponsored Profile

Sponsored Feature Campaign

An Article Featuring Your Business and/or Multiple Products and Services — up to 750 words

Choose from ONLINE & PRINT, or ONLINE only.

Book 2 or More Campaigns, **SAVE 15%**

Sponsored Profile

A Profile of a Single Product or Service — up to 250 words

Choose from ONLINE & PRINT, or ONLINE only.

Book 2 or More Campaigns, **SAVE 15%**



	SPONSORED FEATURE	SPONSORED PROFILE
Photo(s) and logo	up to 6 photos & logo	1 photo, 1 logo
Article and images linked to your website	✓	✓
Professionally written if needed	✓	✓
Published on HORSEJournals.com for 1 year	✓	✓
Featured in custom dedicated e-newsletter	✓ twice	✓ once
Shared and Boosted on Social Media	✓ twice	✓ once
Promoted within Hoofbeat e-newsletter	✓	✓
Professional editing, graphic design, SEO	✓	✓
Analytics reporting at campaign close	✓	✓

Network with a **HUGE** audience on the platforms they use daily:

- 75,000 print readers Canada-wide
- More than 750,000 page views, 550,000 website sessions annually
- 378,000 Social Media fans and followers
- 10,000 subscribers to our E-newsletters

"We have advertised with Horse Community Journals for many years and have been very happy with the amount of responses we receive from our ads. Their marketing team are professional, polite, and always on the ball. I couldn't ask to work with a better crew."

JESSICA WILLIAMS, VETTEC, INC., MULTI-MEDIA CLIENT

A Client's Sponsored Content campaign



Insurance for Horses and Their People

Updated: September 9, 2019

Sponsored

Like 35

Source: CapriCMW Insurance

Insurance for all aspects of the equestrian community is a fact of life today and, as much as it is a financial commitment, it is an essential component of the equestrian landscape. Among the few specialist insurance providers offering coverage, CapriCMW Insurance Services is a leader in the Canadian space.

"For more than 20 years, we have been providing liability insurance coverage to horse owners as an automatic benefit associated with membership in provincial equine associations across the country (HCBC, AEF, OE, NSEF etc.)," says Michael King, the Partner responsible for equine industry risk management and related programming at CapriCMW. "The insurance program available exclusively through membership has insured hundreds of thousands of individuals over the years and continues to be an important part of risk management associated with a lifestyle where horses are present."

He says that the coverage is very low cost, provides a high limit of \$5 million per occurrence and is broad in scope. It will cover the member regardless of the number of horses owned, leased, or borrowed that are being used for personal purposes and it covers the member worldwide. With no restriction to any single

Stand-Alone Boosted Social Media Marketing

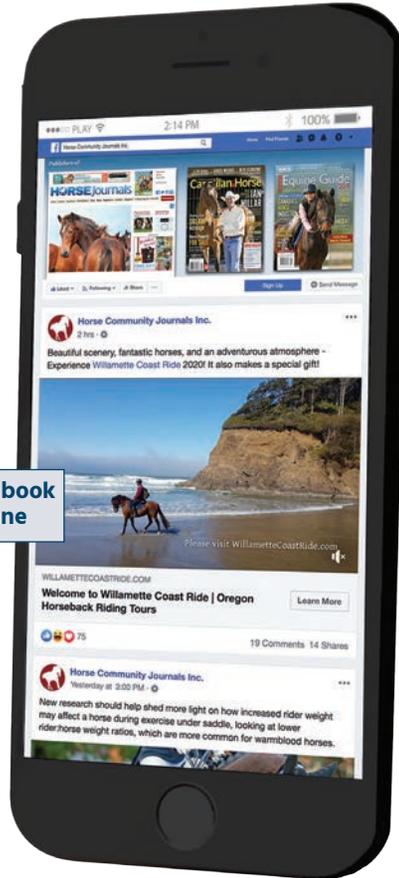
Horse Community Journals knows how to showcase your products and services, and connect your business with your target market.

Network Your Brand through our huge Facebook (boosted) and Instagram communities. Use it to establish and grow your company's interaction with customers, to drive website traffic, increase sales, answer questions, promote a contest, and reach potential clients. Our Social Media channels are updated and monitored daily.

- **365,000 Facebook and Instagram fans and followers**

- Boosted Facebook posts expand your reach and allow targeting of specific audiences
- Experienced Social Media horse industry staff to assist you with the details of your campaign
- Included in your Custom E-Newsletter or Sponsored Content Campaign

Our Facebook Timeline



Social Media is the perfect medium for customer service:

“When you interact with customers on a one-to-one basis on Social Media, it makes them more loyal. Loyal customers spend more with you, stay with you longer, and tell their friends about you.”

– DAN GINGISS, MARKETING & CUSTOMER EXPERIENCE EXECUTIVE

Save up to **30%** on Social Media Marketing when booked with print.

A Snapshot of our Facebook Audience

62% ARE AGES 18-34

57% ARE MALE



13% ARE AGES 35-44

9% ARE AGES 45-54

13% ARE AGE 55+

3% ARE YOUNGER THAN 18

10 FREQUENTLY ASKED QUESTIONS

Do cheaper print ads deliver comparable value? How can I tell?

If you're buying advertising on price alone, you may not be getting the best value. Shopping by price means you could be missing out on important elements that comprise value. Just like anything else, you get what you pay for.

Here's how to compare "apples to apples":

- **When you buy magazine advertising, you're really buying access to the magazine's readers.** If the cheaper magazine reaches a fraction of the readers of the other magazine, the cheaper ad at a higher cost-per-reader is more expensive;
- **Are the articles well-written and informative?** The calibre of the editorial content is extremely important — if readers love and trust the magazine's content and spend time reading it, your ad message will be well-received. But if they flip through and then toss it in the recycling bin... well, you get the picture. **Read the magazines** — all too often you'll find recycled horse show reports and press releases.
- **Is the print magazine distributed efficiently to reach horse people wherever they are?** If the magazine

has developed an effective, multi-faceted distribution network, they have invested in your business success. Is there a digital edition distributed to an even wider audience to optimize exposure for your marketing message?

- **Is the magazine well-designed, on quality paper, and appealing to read?** The production values of design, layout, and paper quality greatly enhance the magazine's appeal.
- **Is the magazine standard size with a healthy page count?** Size matters — both physical dimensions and number of pages. The larger your ad, the greater the impact. Is your small ad in a poor quality magazine really the way you want to present your business to the world?

 **Horse Community Journals Inc.**



Take the time to read the magazines you're considering, and judge for yourself. Compare apples to apples and understand the true value. You'll save money in the long run, and make a smarter investment in the future of your business.

Are extra services available?

Professional design, included in our rates, will improve your ad response and you'll save the expense of hiring a freelance designer, or wasting hours of your weekend trying to design your own ad.

Do you offer product reviews and press releases?

We provide editorial support to our clients by publishing their news, press releases, and new product information in the print edition, in our Hoofbeat E-Newsletter, on HORSEJournals.com, and on Social Media.

Selected products and new releases are reviewed by knowledgeable and experienced horse people.

If you have a product you'd like us to consider for review, please ask your customer service representative for details.



PHOTO: CANSTOCK / ALEXEYS

Products we have reviewed: Mare Support by SciencePure Nutraceuticals (BELOW), and EQyss Crib-Guard (RIGHT).



11 GROW YOUR BUSINESS WITH US

From our Readers and Clients

"Picked up the latest issue and read it cover to cover more than once. It's obvious that there's a lot of attention to detail, and you take the time to get it right and care about what you do. Whoever does the layout does a really great job."

S.A., Windsor, ON (subscriber)



"Over the years your publications have always been very educational and professionally written. I have always appreciated the fact that articles were written using factual and scientific information that is geared to helping the horse owner broaden their knowledge. The special interest stories are always well written and enlighten your readers. The quality of the publications has been excellent over the years and continues to improve. The growth you have experienced, I believe, is due to the fact the magazine covers a broad spectrum of the horse industry.

There are very few horse publications that survive the test of time as you have. Congratulations again and keep up the great work, the horse industry needs more people like you moving it forward."

Les Burwash, former Manager of Horse Programs, AB Agriculture



"As a long-time reader and subscriber to the *Canadian Horse Journal*, I continue to be very impressed with the articles that cover so many aspects of the Canadian horse industry. In the May/June issue, the two that really caught my attention are *11 Reasons for NOT Wearing a Riding Helmet* and *Head First*.

For the past two decades, I have practiced as a licensed paralegal specifically focusing upon work-related injuries. I am only all too familiar with the aftermath of traumatic brain injuries (TBIs). Margaret Evans, the author of *Head First*, provided a very expansive and realistic picture of the TBIs from horse-related head injuries. What so many horse folks don't realize, and this was clearly highlighted in Margaret's article, is that brain injury does not heal like a broken arm or leg. In fact, it may never fully heal and as a result the injured person will suffer for the rest of their life.

I should add that in addition to my professional legal work, I have been involved in a number of areas of the horse industry for many years. Keep up the good work."

Hilary A. Balmer, Reg.N. (Ret'd) Paralegal, President & CEO RAINÉ

"It is my pleasure to gratefully acknowledge the years of service that Kathy Smith has provided to the Canadian equine industry through *Canadian Horse Journal*. By her selection of competent and informed writers, technical staff, and strategic management, Kathy has created and developed the go-to equine publication in Canada."

Bill desBarres, Horse Welfare Alliance of Canada

"I just want to say I loved reading about the Acupuncture Therapy, the Colic Surgery and the Hoof Care with the questions you should ask of your farrier in this issue. Please add some more amazing information like that in the next issue."

Olivia Mucci



PHOTO: SHUTTERSTOCK / STOCKLITE

Award
Winning
Content

"You do a better job than all of the US magazines when it comes to health and medical stuff."

Jean Hutfles, USA subscriber

"Please add to my current subscription. Thanks... Great magazine... hard to put down when received!"

Daphne Carter

Grow Your Business with Us.

Contact one of our marketing specialists today.

1-800-299-3799 or (250) 655-8883

sales@horsejournals.com

www.HORSEJournals.com/advertise

#202 – 2400 Bevan Avenue, Sidney, BC, V8L 1W1



PHOTO: SHUTTERSTOCK / SKUMER