

2018 Editorial Themes & Closing Dates

CANADA'S EQUINE GUIDE 2018

(ANNUAL, RELEASED LATE JANUARY)

Canada's Horse Industry at Your Fingertips

Careers & Education

- Horse Health & Welfare
- The Fine Print of Equine Insurance
- Horse Industry and Heritage
- How-To Horsekeeping

BONUS DISTRIBUTION:
Trade Shows, Events & Newsstands all year

DEADLINE: December 22, 2017

SPRING 2018 (MARCH/APRIL)

Spring Horse Health & Training Issue

Trailers & Transport

Holidays on Horseback — Part 1

- Breeders' Guide
- Horse Health Lines Supplement from WCVN (Western Canada copies)

BONUS DISTRIBUTION:
Can-Am Equine Show ON; Royal Manitoba Winter Fair; more TBA

DEADLINE: February 12, 2018

EARLY SUMMER 2018 (MAY/JUNE)

Barns & Properties Issue

Horse Health & Sports Medicine

Holidays on Horseback — Part 2

- Training & Schooling
- Breed Profiles: Popular Ponies
- New Products

BONUS DISTRIBUTION:
Horse Shows & Events across Canada

DEADLINE: April 10, 2018

SUMMER 2018 (JULY/AUGUST)

Hoof Care & Lameness Issue

Summer Horse Health

- Training & Schooling
- Farm & Stable Management
- Special Feature TBA

BONUS DISTRIBUTION:
Arabian National Horse Show, MB; Canadian Andalusian & Lusitano Show, AB; Horse Shows & Events across Canada

DEADLINE: June 11, 2018

Autumn 2018 (SEPTEMBER/OCTOBER)

Fall Horse Care & Feeding Issue

Winterize Horse & Farm

- Back-to-Schooling Issue
- Special Features TBD
- Horse Health Lines Supplement from WCVN (Western Canada copies)

BONUS DISTRIBUTION:
Royal Winter Fair Toronto ON; Horse Shows & Events across Canada

DEADLINE: August 13, 2018

WINTER 2018 (NOVEMBER/DECEMBER)

Winter Horse Health & Care Issue

Horse Heritage Features

- Celebration of Horses Photo Contest Results
- Special Features TBD

BONUS DISTRIBUTION:
Alberta Horse Conference, Sherwood Park AB; Best-selling newsstand issue.

DEADLINE: October 12, 2018

