For 27 years, our magazine has celebrated all breeds and disciplines, and served our horse community by delivering trusted information from industry experts. During this time, Horse Community Journals has evolved into an iconic Canadian multi-media brand by delivering the content that matters to horse people, and the targeted audience that horse industry businesses demand.

Today, our horse industry network is the largest in Canada, reaching more than one million horse owners across print and digital media that includes Canada’s favourite horse magazine, Canadian Horse Journal; our industry-leading website, HORSEJournals.com; our dedicated family of E-Newsletter subscribers; and our huge Social Media following.

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.
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 27 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.

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: 90,000 - 96,000
• Editorial Focus: All breeds and disciplines, all levels of horse experience

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.

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

“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.
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

How CHJ Readers Interact with Advertising

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

- Clinics, Lessons, Horse Training: 83%
- Tack, Gear, Grooming, Horse Apparel: 78%
- Horse Vitamins and Supplements: 70%
- Rider Apparel: 69%
- Fencing and Paddocks: 35%
- Barns, Buildings, Arenas, Sheds: 19%

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

## 2019 Print Edition

### Editorial Themes & Closing Dates

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

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<thead>
<tr>
<th>CANADA’S EQUINE GUIDE 2019</th>
<th>SPRING 2019</th>
<th>EARLY SUMMER 2019</th>
<th>WINTER 2019</th>
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<tbody>
<tr>
<td>(ANNUAL, RELEASED LATE JANUARY)</td>
<td>(MARCH/APRIL)</td>
<td>(MAY/JUNE)</td>
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</tr>
<tr>
<td><strong>Canada’s Horse Industry at Your Fingertips</strong></td>
<td><strong>Spring Horse Health</strong></td>
<td><strong>Horse Health &amp; Care</strong></td>
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</tr>
<tr>
<td>• Industry &amp; Heritage Edition</td>
<td>• Trailers &amp; Transport</td>
<td>• Tack &amp; Gear</td>
<td>• Focus on Feeding</td>
</tr>
<tr>
<td>• The Future of Canada’s Horse Industry</td>
<td>• New Products Showcase</td>
<td>• Barns &amp; Properties – Part 1</td>
<td>• Celebration of Horses Photo Contest Winners</td>
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<tr>
<td>• Latest Industry Research</td>
<td>• Barns &amp; Properties – Part 1</td>
<td>• Holidays on Horseback – Part 2</td>
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<td>• Careers &amp; Education</td>
<td>• Holidays on Horseback – Part 1</td>
<td>• Training &amp; Horsemanship</td>
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<tr>
<td>• Horses of the Silver Screen</td>
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<td>Newsstand Promotions Across Canada, Best-Selling Newsstand Issue</td>
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<tr>
<td>• Ancient Horse Sports in the 21st Century</td>
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<td><strong>BONUS DISTRIBUTION:</strong></td>
<td><strong>DEADLINE: OCTOBER 11, 2019</strong></td>
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<tr>
<td>• How-To Horsekeeping</td>
<td>Can-Am Equine Expo (ON), Royal Manitoba Winter Fair, Horse Shows &amp; Events Across Canada</td>
<td>Horse Shows &amp; Events Across Canada</td>
<td><strong>DEADLINE: DECEMBER 21, 2018</strong></td>
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</table>

**BONUS DISTRIBUTION:**

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

**DEADLINE: FEBRUARY 11, 2019**

### SUMMER 2019

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<tr>
<td><strong>Summer Horse Health &amp; Management</strong></td>
<td><strong>Focus on Feeding</strong></td>
<td><strong>Celebration of Horses Photo Contest Winners</strong></td>
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<tr>
<td><strong>Country Homes &amp; Acreages</strong></td>
<td><strong>Horse Health Lines</strong></td>
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<td><strong>Training &amp; Horsemanship</strong></td>
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<td>Horse Shows &amp; Events Across Canada</td>
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**DEADLINE: DECEMBER 21, 2018**

**BONUS DISTRIBUTION:**

- Horse Shows & Events Across Canada
- Royal Winter Fair (ON), Horse Shows & Events Across Canada

**DEADLINE: AUGUST 12, 2019**

### AUTUMN 2019

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- Royal Winter Fair (ON), Horse Shows & Events Across Canada

**DEADLINE: AUGUST 12, 2019**

### EARLY SUMMER 2019

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**BONUS DISTRIBUTION:**

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**DEADLINE: AUGUST 12, 2019**

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**DEADLINE: OCTOBER 11, 2019**

**BONUS DISTRIBUTION:**

- Newsstand Promotions Across Canada, Best-Selling Newsstand Issue
- Horse Shows & Events Across Canada

**DEADLINE: DECEMBER 21, 2018**

### 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.

- Steve Chiasson DVM
  Agwest Veterinary Group.

- Dr Jaini L. Clougher, BVSc, BSc
  President of ECIR.

- Equine Guelph

- Margaret Evans
  Author, speaker, award-winning horse industry journalist.

- Jonathan Field
  World-renowned horseman and clinician.

- Shawn Hamilton
  International equine photojournalist.

- Crystal Lee DVM
  Burwash Equine Services.

- Tania Millen
  Horse industry journalist, scientist, environmental consultant, backcountry rider.

- Shelagh Niblock PAS
  Equine nutritionist.

- Dr. Wendy Pearson, Ph.D.
  Dr. of Veterinary Toxicology.

- Kirby Penttila DVM
  Burwash Equine Services.

- April Ray-Peterson
  Trainer, EC and BHS certified coach.

- Jochen Schleese
  Certified Master Saddler, Equine Ergonomist.

- Kathy Smith
  Editor & Publisher, Horse Community Journals, Inc.

- Karen Weslowski, LLP
  Miller Thomson.

- Western College of Veterinary Medicine

- Award Winning Content

**Editorial Calendar subject to change without notice.**
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?

1. A Superior Distribution Network

CHJ is available by subscription and on newstands across Canada, but unlike our competitors, CHJ reaches a HUGE additional expanded audience. In addition to newstands in major cities, CHJ goes to horse people wherever they are — on farms and ranches, in villages, towns and cities, and everywhere in between. CHJ finds dedicated horse people regardless of where they call home, providing optimal exposure for our advertisers. And we support horse community events at the same time:

- **CHJ Paid Circulation (57%)** to dedicated regular subscribers and newstand patrons.
- **CHJ Controlled Circulation (43%)** — thousands of complimentary and sample copies every issue are targeted to industry professionals, tack and feed stores, trade shows, horse shows and sponsorships.

2. Reach the WHOLE Herd

Why market your business in a discipline-specific publication and miss out on the rest of your market? Connect with all breeds and disciplines and reach your total target market with Canadian Horse Journal. We guarantee our advertisers a loyal and engaged regular audience — PLUS continuous exposure to a new and wider customer base.

3. Most Readers at the Lowest Cost-Per-Copy

Canadian Horse Journal reaches 90,000 readers with a distribution network that sets us apart from our competitors and ensures the success of our clients’ marketing campaigns. At the lowest cost-per copy, our advertisers receive the BEST VALUE in horse industry marketing.

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
Canadian Horse Journal

Frequently Asked Questions

1. Is Canadian Horse Journal a national magazine?
   Yes — Canadian Horse Journal is Canada’s #1 horse magazine with readers and subscribers all across Canada.

2. Who reads Canadian Horse Journal and what does it cover?
   Canadian Horse Journal covers all breeds and disciplines, providing a variety of information for horse people at all levels of experience. With emphasis on horse health and good horsemanship, other regular topics include training, breeds, barns and properties, trailers and transport, careers and education, rescue and welfare, history and heritage, holidays on horseback, and timely horse industry issues.

3. Is my business too small to advertise?
   Not at all. Although CHJ is a national magazine, if your business doesn’t need the broad reach of national coverage — no problem! Ask us about our regional rates, specials, and affordable options for businesses of all sizes.

4. Do cheaper 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 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?

5. 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.

6. Are lower rates available for multiple insertions?
   Repeat advertising brings the best results — TV commercials never run just once, they repeat until you’ve long since memorized the jingle and recognized the brand on store shelves! Book multiple insertions for overall savings and an increasingly better response.

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 term, and make a smarter investment in the future of your business.
Today’s marketers want to reach readers in all market segments regardless of the platforms they use. 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.

HORSEJournals.com Website audience:

- **AGE**
  - 18-24: 14.46%
  - 25-34: 23.92%
  - 35-44: 17.70%
  - 45-54: 20.05%
  - 55-64: 17.21%
  - 65+: 7.17%

- **GENDER**
  - Female: 75.7%
  - Male: 24.3%

Measure Your Marketing Results in Ad Performance

Ads on HORSEJournals.com can amass well over 1 million impressions annually, of which approximately 700,000 are unique.

<table>
<thead>
<tr>
<th>Results of a client’s 2018 annual Leaderboard Ad on HORSEJournals.com</th>
<th>IMPRESSIONS</th>
<th>UNIQUE IMPRESSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>LAST MONTH</td>
<td>84,682</td>
<td>47,164</td>
</tr>
<tr>
<td>3 MONTHS</td>
<td>275,568</td>
<td>151,686</td>
</tr>
<tr>
<td>6 MONTHS</td>
<td>561,197</td>
<td>310,074</td>
</tr>
<tr>
<td>1 YEAR</td>
<td>1,422,703</td>
<td>741,167</td>
</tr>
</tbody>
</table>

HorseJournals.com
Market Your Business on Canada’s Leading Horse Industry Website

- Our quality content is available to all horse people and NOT behind a paywall.
- 85% of our readers and users purchase horse-related products online.
- Our website receives more than 800,000 page views, 625,000 sessions annually. (Google Analytics)
- Our website is continually promoted on Social Media to 385,000 fans/followers, in our Hoofbeat E-Newsletter to more than 11,000 E-Subscribers, and in Canadian Horse Journal to 90,000 readers.

Fast Facts

- Online Display Ads
  - Choose From:
    - Leaderboard Ad (728 pixels x 90 pixels)
    - Box Ad (350 pixels x 300 pixels)
- • Online Display Ads can run on all pages, home page only, or all inside pages.
- • All ads rotate with other ads.
- • Ad design is included in our rates. Prepared artwork can be supplied as 72 dpi JPEG or PNG file.
- • Save up to 30% if booked with print.

Sponsored Content — see page 8.
Sponsored Content

Connecting with Consumers Through Content

Marketers for companies of all sizes are firmly embracing integrated media strategies such as Sponsored Content and Social Media to deliver messages to consumers.

Sponsored Content is editorial for advertisers that resembles the publication’s editorial content and promotes the advertiser’s products. It’s a great way to expose new audiences to your brand.

Sponsored Content has grown to become a cornerstone of our Marketing Services, providing advantages to our clients backed by our 27 years of experience serving the horse industry.

As Canada’s trailblazer in innovative marketing strategies for the horse industry, we have been producing successful Sponsored Content campaigns for our clients for the past four years.

The Biggest Strengths of Sponsored Content

Successful Sponsored Content connects you to your audience and says you understand them. It allows companies to share stories and expertise, generate positive brand awareness, and deepen customer relationships.

It gives companies the opportunity to provide readers with additional information about products and services beyond what an ad can explain.

Good sponsored content answers the questions customers typically ask, and provides meaningful information — it’s less about what you want to tell them, and all about what customers want to know. Humans are designed to remember stories, not facts.

“People do not buy goods and services. They buy relations, stories and magic.”

– Seth Godin

Sponsored Content — a new name for a time-tested form of marketing

Sponsored Content can be as simple as acknowledging the brand of makeup used on a cover model – or, in equine terms, the brand of grooming products used on a beautiful horse.

Choose From:

Sponsored Feature Campaign

Business feature, multiple products/services

Your article of approx. 750 words with several photos and logo, published on HORSEJournals.com for one year minimum, with these benefits:

• Your feature and product images linked to your website
• Promoted in a dedicated full E-Newsletter
• Shared with our huge Social Media community including a Boosted Facebook post
• Promoted again in our Hoofbeat E-Newsletter during the calendar year
• Professional editing, graphic design, SEO included
• Professional writing available if needed
• Analytics report featuring engagement across platforms at campaign close

• Save up to 30% if booked with print.

Sponsored Profile

Single product profile

Your product profile of approx. 250 words with photo/logo, published on HORSEJournals.com for one year minimum, with these benefits:

• Your profile and product image linked to your website
• Promoted in our Hoofbeat E-Newsletter
• Professional editing, graphic design, SEO included
• Professional writing available if needed
• Analytics report featuring engagement across platforms at campaign close

• Save up to 30% if booked with print.

We understand our audience.

Use our expertise and knowledge of audience preferences and behaviours across multiple platforms to help you create relevant and engaging sponsored content tailored to our audience — your customers.

Ask us about this effective marketing option.

Fast Facts

• Sponsored Content will connect your business with your target audience on the platforms they use every day through our multi-media network
• HORSEJournals.com receives more than 800,000 page views, 625,000 sessions annually
• Includes E-Newsletter marketing to more than 11,000 E-Subscribers
• Includes Social Media promotion to our 385,000 fans and followers
• Sponsored Content is predicted to be the fastest-growing advertising segment in the next five years
• When combined with video, Sponsored Content delivers huge impact
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.

Full E-Newsletters
• Dedicated exclusively to your products and services
• 600 pixels x 800 pixels
• Includes Social Media promotion to 385,000 fans/followers
• Professional graphic design and proofing included

Banner Ads in our Hoofbeat E-Newsletter
• Our popular weekly Hoofbeat E-Newsletter featuring new features, trending news, contests, blogs and polls
• Banner ads are 600 pixels x 100 pixels
• Includes Social Media promotion to 385,000 fans/followers
• High visibility banner ads are placed at the top or in body of the Hoofbeat E-Newsletter
• Professional graphic design and proofing included

Reach our E-Newsletter audience of more than 11,000 active contacts in two ways:

Our E-Newsletter Open Rates are DOUBLE the industry average.
Social Media, Press Releases, Product Profiles & Book Reviews

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

Social Media Marketing

385,000+ Fans & Followers

Our Social Media channels stimulate discussion and engagement. Connecting with a huge global audience, our Social Media drives website traffic, and is a key component of our multi-media network.

Ask us about harnessing the power of Social Media to benefit your business in a variety of ways:
- Stand-alone Social Media Marketing
- Social Media as part of a Multi-Media Marketing campaign
- Increase brand recognition and visibility
- Improve website traffic
- Can be targeted to gender, age, location, demographics
- Make your brand more personable for higher conversion rates
- Encourage communication
- Gain marketplace insights
- Promote a Contest
- Market cost-effectively with fast results

Product Profiles and Press Releases

Product & Book Reviews

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.

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

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

Fast Facts

- 385,000 Social Media fans and followers
- Boosted Facebook posts expand your reach and allow targeting of specific audiences
- Social Media done right leads to more customers, more traffic, more conversions
- Our Social Media channels are updated and monitored daily by experienced horse industry staff
Reach the LARGEST Horse Industry Audience in Canada.

Print, Online, Social Media

- **Canadian Horse Journal**... 90,000 readers per issue
- **HORSEJournals.com**... 800,000 pageviews, 625,000 sessions annually
- **Social Media**... 385,000 fans/followers
- **E-Newsletters**... 11,000+ E-Subscribers
- **Multi-Media Audience**... More than 1 million annually

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

The Power of Multi-Media Marketing

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

Today’s marketers want to reach readers in all market segments on their preferred platforms.

We have the expertise and proven track record to successfully target your audience across multiple platforms.

When our clients thrive, the entire horse industry benefits.

Clients often ask how to market their businesses in today’s digital landscape, and how best to combine Print and Online marketing options. We’re ready to help them do just that.

Clients are encouraged to market on at least two platforms (e.g., Print and E-Newsletters, or Website and Social Media) and we offer excellent packages and incentives for doing so. Marketing on two or more media platforms multiplies the effect, creates a richer user experience, and each medium piques interest in the other. For example, marketing messages in Print, E-Newsletters, and Social Media each target a different audience, but all three drive traffic to your website.

As Canada’s trailblazer in innovative marketing strategies for the horse industry, we have built a powerful Online presence with an international Website, a dedicated E-Newsletter audience, and a massive Social Media following.

Network with a HUGE Targeted Audience that’s Growing Daily

“...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

Canadian Horse Industry Stats

- The economic contribution from Canada’s horse industry exceeds $19.6 billion annually.
- Canadian horse owners spend more than $6.5 billion annually on horse care and horse operations, and $1.6 billion annually on horse care products and services, average $2,700 per horse per year.
- Canadian have over $29 billion investment in horses, tack, equipment, and property.
- 54% of Canada’s horses are used for pleasure riding (18%), sport competition (18%), and breeding (18%). 23% of Canada’s horses are young and not yet in use.

Source: 2010 Canadian Horse Industry Profile Study, Equine Canada
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 good work.”
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 Raine

“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

“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

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