For 26 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 general-interest 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 leading horse magazine, and Horse Community Journals is proud to be Canada’s leader in multi-media marketing for the horse industry.
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
• Editorial Focus: All breeds and disciplines, all levels of horse experience
• Industry Partners include Horse Council BC, Ontario Equestrian Federation, Nova Scotia Equestrian Federation, Equine Association of Yukon, Manitoba Horse Council, Western College of Veterinary Medicine, University of Guelph, and many more

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

A Trusted Marketing Environment

Amid today’s abundance of ‘fake news,’ magazines can offer credibility and a safer ad environment.
Canadian Horse Journal
Reader Demographics

Our Readers Are Your Customers

Reader Demographic

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

- Tack, Gear, Grooming, Horse Apparel: 83%
- Clinics, Lessons, Horse Training: 78%
- Horse Vitamins & Supplements: 70%
- Rider Apparel: 69%
- Fencing & 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

CHJ Readers’ Age Ranges

- 55+: 48%
- 45-54: 23%
- 25-44: 24%
- 24 & Under: 5%

CHJ Readers’ Annual Household Income

- $25,001 to $50,000: 24%
- $50,001 to $75,000: 24%
- $75,001 to $100,000: 20%
- $100,001 to $150,000: 18%
- More than $150,000: 9%
- Less than $25,000: 5%

97% of readers review all display ads in CHJ
## 2018 Print Edition

### Editorial Themes & Closing Dates

<table>
<thead>
<tr>
<th><strong>CANADA’S EQUINE GUIDE 2018</strong> (ANNUAL, RELEASED LATE JANUARY)</th>
<th><strong>SPRING 2018</strong> (MARCH/APRIL)</th>
<th><strong>EARLY SUMMER 2018</strong> (MAY/JUNE)</th>
</tr>
</thead>
</table>
| 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  | Spring Horse Health & Training Issue  
  Trailers & Transport  
  Holidays on Horseback — Part 1  
  Spring Horse Health & Training Issue  
  - Spring Health Checkup  
  - Vitamin E Deficiencies  
  - Successful Spring Conditioning  | Barns & Properties: Horse Stall Design  
  Horse Health  
  - Equine Sports Medicine  
  - Maintaining the Senior Performance Horse  
  - Equine Cushing’s disease and Insulin Resistance  
  Training & Schooling  
  Breed Profiles: Celebrating the Clydesdale  |
| **BONUS DISTRIBUTION:** Trade Shows, Events & Newsstands all year | **#MeToo in the Horse Industry**  
  **BONUS DISTRIBUTION:** Can-Am Equine Show ON; Royal Manitoba Winter Fair; more TBA | **Holidays on Horseback – Part 2**  
  • Horse Health Lines Supplement from WCVM (Western Canada copies)  
  **BONUS DISTRIBUTION:** Horse Shows & Events across Canada |
| **DEADLINE:** December 22, 2017 | **DEADLINE:** February 12, 2018 | **DEADLINE:** April 10, 2018 |

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<tr>
<th><strong>SUMMER 2018</strong> (JULY/AUGUST)</th>
<th><strong>Autumn 2018</strong> (SEPTEMBER/OCTOBER)</th>
<th><strong>WINTER 2018</strong> (NOVEMBER/DECEMBER)</th>
</tr>
</thead>
</table>
| Hoof Care & Lameness Issue  
  Summer Horse Health  
  • Training & Schooling  
  • Farm & Stable Management  
  • Special Feature TBA  | Fall Horse Care & Feeding Issue  
  Winterize Horse & Farm  
  • Back-to-Schooling Issue  
  • Special Features TBD  
  • Horse Health Lines Supplement from WCVM (Western Canada copies)  
  **BONUS DISTRIBUTION:** Royal Winter Fair Toronto ON; Horse Shows & Events across Canada  | 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. |
| **BONUS DISTRIBUTION:** Arabian National Horse Show, MB; Canadian Andalusian & Lusitano Show, AB; Horse Shows & Events across Canada  | **DEADLINE:** August 13, 2018 | **DEADLINE:** October 12, 2018 |
| **DEADLINE:** June 11, 2018 | **DEADLINE:** October 12, 2018 | **DEADLINE:** October 12, 2018 |

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*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

Where other magazines may claim to “outsell their competitors” on the newsstand, we rely on much more than newsstand sales alone to find readers for our magazine and customers for our clients. Newsstands, located mostly in major centres, are just one segment of CHJ’s overall distribution network. The horse community stretches far and wide across the country, from rural farms and ranches to villages, towns and cities. CHJ connects with horse people through multiple channels regardless of where they call home.

Our distribution system optimizes industry exposure for our clients by placing CHJ directly into the hands of the dedicated horse people who want them most, wherever they are, in the following ways:

- **CHJ Paid Circulation (57%)** — to our dedicated regular subscribers and newsstand 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 magazine and miss out on the rest of the equine community? Canadian Horse Journal covers ALL breeds and disciplines and reaches a nation-wide audience.

With 90,000 readers each issue CHJ distributes more than twice as many copies as our closest competitor.

At the lowest cost-per copy for your marketing dollar, it’s easy to see why CHJ delivers the best value in horse industry advertising.

3. We Make Every Copy Count

Our superior distribution system guarantees our advertisers both a loyal and engaged regular audience, PLUS continuous exposure to a new and wider market.

We make every copy count to ensure the success of our clients’ marketing campaigns.

Canadian Horse Journal distributes MORE THAN TWICE AS MANY COPIES as our closest competitor.
Considering Where to Advertise?
Compare Apples to Apples

1 Canadian Horse Journal is a national magazine, distributed coast-to-coast.

Canadian Horse Journal is Canada’s leading general-interest magazine with readers and subscribers all across Canada. CHJ is distributed by subscription and newstands, through tack and feed stores, and at trade shows, horse shows and events coast to coast.

2 Canadian Horse Journal covers all breeds and disciplines with information for horse people of all levels of experience.

CHJ’s audience is the “whole herd” — NOT just a specific interest group or segment of the audience. Latest statistics estimate the total Canadian horse herd at 964,000 head, of which 18% are used in sport competition (that’s 18% of all disciplines combined — Western, English, and FEI).

If you’re advertising in a discipline-specific magazine — whether Western or English (or the smaller FEI-discipline category) — you’re reaching at best only a fraction of your potential market. We think you can do better.

Canadian Horse Journal covers all breeds and disciplines with a wide range of topics including horse health, training, breeds, barns and properties, history and heritage, rescue and welfare, as well as topical horse industry issues. If horses are their passion, Canadian Horse Journal is their magazine.

Statistics: 2010 Equine Canada Equine Industry Profile Stud

3 Canadian Horse Journal is an effective advertising vehicle for businesses of all sizes.

CHJ is a national magazine, but if your business doesn’t need the broad reach of national coverage — no problem! Ask us about our regional rates.

4 Canadian Horse Journal delivers the best value in horse industry advertising

If you’re buying advertising based on price alone, you may not be getting the best value. Price is important, but shopping for advertising by price means you may be missing other important elements that comprise value. Here’s a guideline:

- When you buy magazine advertising, you’re really buying access to the magazine’s readers. If the cheaper magazine reaches only a fraction of the readers of the other magazine, the cheaper ad at a higher cost-per-reader is more expensive;
- 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?
- 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.
- Quality content builds trust and engagement, without it both editorial and advertising lose credibility with readers and your marketing dollars are wasted.
- Is the magazine well-designed, on quality paper, and appealing to read? The production values of design, layout, and paper quality add greatly to 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 thin, digest-size magazine really the way you want to present your business to the world?
- Free added services save you money and time. For example, professional design 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.
- Are lower rates available for multiple insertions? Repeat advertising brings the best results — think of TV commercials that never appear 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.
Marketing & Communication Services

Our Marketing and Communication Services deliver advantages to our clients backed by our 26 years of experience in marketing to the horse industry. These include consumer insight, knowledge of the media landscape, and an understanding and ownership of effective multi-platform media communications.

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. Popular topics include breed profiles, horse history and heritage, careers and education, rescue and welfare, holidays on horseback, business and product reviews, horse/rider profiles, and the latest news.

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.

Fast Facts
- Our website’s quality content is available to all horse enthusiasts and NOT behind a paywall
- 85% of CHJ readers use the internet to purchase horse-related products.
- Our website is updated regularly with news and articles aligned to the interests of our audience
- Our website features high value horse industry ads — no Google ads to dilute the quality of the reader experience
- 725,000 pageviews, 550,000 website sessions annually
- Our website is continually promoted on Social Media to 395,000 fans/followers, and in our Hoofbeat E-Newsletter to more than 10,000 E-Subscribers

Measure Your Marketing Results in Ad Performance

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

<table>
<thead>
<tr>
<th>Results of a client’s 2017 annual Leaderboard Ad on HORSEJournals.com</th>
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<tbody>
<tr>
<td>AD</td>
</tr>
<tr>
<td>-----------------------------------------------</td>
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<tr>
<td>LAST MONTH</td>
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<td>6 MONTHS</td>
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<td>1 YEAR</td>
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</table>
Sponsored Content

Connecting with Consumers Through Content

Marketers for companies large and small are firmly embracing integrated media strategies such as Sponsored Content and Social Media to deliver messages to consumers. Sponsored Content is multi-platform marketing for advertisers that is published by media in their own style and voice.

It’s your marketing message — tailored to our audience.

Sponsored Content has grown to become a cornerstone of our Marketing Services, providing advantages to our clients backed by our 26 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 three 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.

When done right, Sponsored Content seamlessly draws consumers into interaction with brands through ideas that engage and entertain, based on the unique knowledge the media has about their audience and how to appeal to them. 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 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
• Professionally written if required
• 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
• Shared with our huge Social Media community
• Promoted in our Hoofbeat E-Newsletter
• Professional editing, graphic design, SEO included
• Professionally written if required
• 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.

Choose From:

Through our multi-media network, Sponsored Content will connect your business with your target audience on the platforms they use every day

• HORSEJournals.com receives 725,000 pageviews, 550,000 sessions annually
• Includes E-Newsletter marketing to more than 10,000 E-Subscribers
• Includes Social Media promotion to our 395,000 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 even more impact

Not sure what Sponsored Content is all about?

Here’s an example:

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.

PHOTO: SHUTTERSTOCK/OLGA I

Sponsored Content from Purina Canada. Featured on HORSEJournals.com (above) and sent to our E-Subscriber list (left).
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:

**Full E-Newsletters**
- Dedicated exclusively to your products and services
- 600 pixels x 800 pixels
- Includes Social Media promotion to 395,000 fans/followers
- Professional graphic design and proofing included
- **Fantastic Open and CTR:**
  - 18.96% Average Open Rate, 7.41% CTR* (Industry average for Marketing E-Newsletters: 9.5% Open Rate, 5.56% CTR)

**Banner Ads in our Hoofbeat E-Newsletter**
- Our popular weekly Hoofbeat E-Newsletter featuring trending news, latest website features, contests, blogs and polls
- Banner ads are 600 pixels x 100 pixels
- Includes Social Media promotion to 395,000 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
- **Fantastic Open and CTR:**
  - 20.70% Average Open Rate, 19.53% CTR* (Industry average for Publishing E-Newsletters: 13.28% Open Rate, 13.07% CTR)

*Results taken from most recent 500 client campaigns
Horse Community Journals knows how to showcase your products and services, and connect your business with your target market.

Social Media Marketing

395,000+ Fans and Followers
Our Social Media channels stimulate discussion and engagement by sharing daily news and happenings in the equine world. Connecting with a huge global audience, our Social Media drives visitors to our website and those of our clients, 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
• Make your brand more personable for higher conversion rates
• Encourage two-way communication
• Reach all ages and demographics
• Gain marketplace insights
• Promote a Contest
• Market cost-effectively with fast results

Product Profiles 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.

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

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

Fast Facts

• 395,000 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
When our clients thrive, the entire horse industry benefits.

Many of our clients are asking 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.

Most projects see a better return on investment when different platforms and formats are combined in an expanded marketplace. New products in particular should be promoted across an array of touch points — Print, Website, E-Newsletters, Social Media — to connect with consumers no matter where they are.

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. More than simply accessing a wider audience — 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 were one of the first publishers in Canada — certainly the first horse magazine in Canada — to build a website in the early 1990s. Over the years we have built a powerful online presence with an international website, a dedicated E-Newsletter audience, and a massive Social Media following.

Today, we are the undisputed Canadian leader in multi-media marketing for the horse industry.

Reach the LARGEST Horse Industry Audience in Canada.

- Print, Online, Social Media
  - Canadian Horse Journal... 90,000 readers per issue
  - HORSEJournals.com... 725,000 pageviews, 550,000 sessions annually
  - Social Media... 395,000 fans/followers
  - E-Newsletters... 10,000+ E-Subscribers
  - Multi-Media Reach... More than 1 million annually

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

“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
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

“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

“A big congrats to Canadian Horse Journal for their Sept/Oct 2017 issue that features an INCREDIBLE article on ‘The powerful role horses played in the development of Canada.’ Thank you for taking us on a journey all the way from pre-historic horses to the modern-day use of horses as therapeutic partners.

We especially loved this line: ‘In the horse-human relationship, a horse is a peer providing immediate feedback through a bond of connectivity.’

Kudos to author Margaret Evans on some exceptional writing and THANK YOU for including therapeutic riding and equine-assisted therapies in your comprehensive exploration of the horse’s role in Canadian history!”
Jennifer Barnes van Elk, Cowichan Therapeutic Riding Association

“Just to let you know the complimentary feedback we are getting on the presentation, particularly from the more mature group of readers. They are very pleased with the additional history coverage outside of our program. Great job.”
Howard Jackson, BC Appaloosa (advertiser)

“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 RAINET

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“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 RAINET

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