Horse Community Journals Inc.
Canada’s Horse Industry Leader Since 1991

MEDIA KIT 2023–2024

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Canadian Horse Journal is Canada’s only national 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 32 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 annual issue

HORSEJournals.com
925,000 page views,
709,000 sessions annually

Social Media
360,000 Facebook, Twitter, and Instagram fans/followers

E-Newsletters
12,000 e-subscribers
Our Flagship Brand

Canadian Horse Journal

Partner with Canada’s Only National 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 32 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: 4 Print and Digital issues per year — Canada’s Equine Guide (SPECIAL ANNUAL ISSUE), Spring/Early Summer (DOUBLE ISSUE), Summer (DOUBLE ISSUE), Autumn/Winter (DOUBLE ISSUE).
Distribution: Subscriptions, newsstands, horse industry outlets, horse shows and conferences, trade shows, horse industry professionals

• Cover Price: $6.95
• 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, Western College of Veterinary Medicine, University of Guelph, Canadian Quarter Horse Association and many more.

From Our Clients:

“We’re going to keep advertising because we know it’s working.”
Marsha Houlahan
Maple Lane Equestrian Trailers

“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.

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.
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

Demographics
CHJ Readers’ Age Ranges
24 & Under: 5%
25-44: 24%
45-54: 23%
55+: 48%

CHJ Readers’ Annual Household Income
Less than $25,000: 5%
$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%

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

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.

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

ALL STATISTICS ARE FROM OUR 2016 READERS’ SURVEY
Canadian Horse Journal’s Multi-Channel Distribution Program

Canadian Horse Journal’s Multi-Channel Distribution Program is designed to reach Canadian horse people of all levels, all disciplines, from the grassroots rider to the elite competitor. Delivering both an industry-leading paid circulation base AND an additional large audience through major targeted and complimentary distribution, our distribution network provides CHJ the flexibility to weather any storm. Now Canada’s only national horse magazine, we maintained our leading circulation numbers throughout the COVID-19 pandemic and continue to reach new readers and expand markets for our clients.

What Sets Us Apart?

**PAID CIRCULATION (57%)**
- 32-year-strong list of Dedicated Subscribers.
- Major Newsstands Coast to Coast — at Chapters, Indigo, Grocery, Bookstores, and more.
- Reduced Subscription Rates offered directly on the membership forms of these Partners:
  - Horse Council BC
  - Canadian Quarter Horse Association
  - Manitoba Horse Council
  - New Brunswick Equestrian Association
  - Nova Scotia Equestrian Federation
  - Equine Association of Yukon

**CHJ CONTROLLED CIRCULATION (43%)**
- 200+ tack, feed, and equestrian centres distribute 1000s of copies to their patrons.
- 1000s of sponsorship copies distributed at shows and events, nation-wide, year-round.

Our Controlled Circulation Channels Add Value to Your Marketing

“Our customers really enjoy the “perk” of the magazine. It is nice to be able to offer a complimentary magazine for coming to our business. Everything helps to keep clients realizing there are advantages to coming to a brick and mortar store vs always buying on-line. Thank you.”

Shari Crowley, The Saddle Shack, Mount Forest, ON

“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
Main Editorial Themes for 2023 - 2024

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

AUTUMN/ WINTER 2023
DOUBLE ISSUE
- Fall Health & Nutrition
- Horse & Stable: Get Ready for Winter
- Special Seasonal Features
- Training: Back to Basics

ADS CLOSE: August 15, 2023
RELEASE DATE: Early September, 2023

SUMMER 2024
DOUBLE ISSUE
- Summer Horse Health & Management
- Hoof Care & Lameness
- Country Homes & Acreages
- Training & Horsemanship

ADS CLOSE: April 26, 2024
RELEASE DATE: Mid-May, 2024

AUTUMN/ WINTER 2024
DOUBLE ISSUE
Multiple features in progress — please check back soon.

ADS CLOSE: July 29, 2024
RELEASE DATE: Late August, 2024

CANADA’S EQUINE GUIDE 2024
SPECIAL ANNUAL ISSUE
Multiple features in progress — please check back soon.

ADS CLOSE: October 13, 2023
RELEASE DATE: Early November, 2024

SPRING/ EARLY SUMMER 2024
DOUBLE ISSUE
- Spring Horse Health
- Sport Horse Medicine & Rehab
- Barns & Properties
- Holidays on Horseback
- Tack & Gear

ADS CLOSE: January 26, 2024
RELEASE DATE: Late February, 2024

Editorial Themes & Bonus Distribution

The Editorial Calendar and Bonus Distribution are updated throughout the year. Bonus distribution applies to every issue, varying from newsstand promotions to copies targeted to industry events and trade shows during the year. Contact us for editorial features and bonus distribution relating to specific issues.

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

Nikki Alvin-Smith
Professional writer, Grand Prix dressage trainer, clinician.

Jec A. Ballou
Coach, trainer, clinician, author, specialist in equine fitness and performance.

Betty Baxter
Canadian Horse breeder, founder of Canadian Horse Heritage and Preservation Society

Alexa Linton
Writer, equine sports therapist, osteopathy student.

Karen Weslowski, LLP
Western College of Veterinary Medicine

Shawn Hamilton
International equine photojournalist.

Ian Kennedy
Educator and journalist

Dr. Crystal Lee, DVM, DACVS
Burwash Equine Services.

Alexa Linton
Writer, equine sports therapist, osteopathy student.

Shelagh Niblock PAS
Equine nutritionist.

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

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

Sandra Verda-Zanatta
High Performance Dressage Coach, FEI grand prix rider, EC Coach Developer/ Evaluator, Certified Pilates Instructor

Karen Weslowski, LLP
Miller Thomson.
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.

Online Display Ads

LEADERBOARD AD — 770 X 220 PX

Measure Your Marketing Results in Ad Performance

< Leaderboard ads average 536,698 unique impressions/year
< Box ads average 598,970 unique impressions/year

A Snapshot of our Website Audience

67% ARE MALE
33% ARE AGES 18-34
19% ARE AGES 45-54

21% ARE AGES 35-44
16% ARE AGES 55-64
11% ARE AGE 65+

- Our website receives more than 925,000 page views, 709,000 sessions annually. (Google Analytics)
- Our website is continually promoted on Social Media to 360,000 fans/followers, in our Hoofbeat E-Newsletter to more than 12,000 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-Through rates (CTR) that are well above the industry average.

Reach our E-Newsletter audience of more than 12,000 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

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 360,000 fans/followers
   - High visibility banner ads are placed at the top or in body of the Hoofbeat E-Newsletter
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 32 years of experience serving the horse industry.

SPONSORED CONTENT IS PUBLISHED HERE:
HORSEJournals.com

<table>
<thead>
<tr>
<th>Sponsored Feature Campaign</th>
<th>Sponsored Profile</th>
</tr>
</thead>
<tbody>
<tr>
<td>An Article Featuring Your Business and/or Multiple Products and Services — up to 750 words</td>
<td>A Profile of a Single Product or Service — up to 250 words</td>
</tr>
<tr>
<td>Choose from ONLINE &amp; PRINT, or ONLINE only.</td>
<td>Choose from ONLINE &amp; PRINT, or ONLINE only.</td>
</tr>
<tr>
<td>Book 2 or More Campaigns, SAVE 15%</td>
<td>Book 2 or More Campaigns, SAVE 15%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sponsored Feature</th>
<th>Sponsored Profile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photo(s) and logo</td>
<td>1 photo, 1 logo</td>
</tr>
<tr>
<td>Article and images linked to your website</td>
<td></td>
</tr>
<tr>
<td>Professionally written if needed</td>
<td></td>
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<tr>
<td>Published on HORSEJournals.com for 1 year</td>
<td></td>
</tr>
<tr>
<td>Featured in custom dedicated e-newsletter</td>
<td>twice</td>
</tr>
<tr>
<td>Shared and Boosted on Social Media</td>
<td>twice</td>
</tr>
<tr>
<td>Promoted within Hoofbeat e-newsletter</td>
<td></td>
</tr>
<tr>
<td>Professional editing, graphic design, SEO</td>
<td></td>
</tr>
<tr>
<td>Analytics reporting at campaign close</td>
<td></td>
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</tbody>
</table>

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

- 75,000 print readers Canada-wide
- More than 925,000 page views, 709,000 website sessions annually
- 360,000 Social Media fans and followers
- 12,000 subscribers to our E-newsletters

“Everything has been going well. I have DEFINITELY noticed an uptick in sales as a result of our e-newsletter blasts with Horse Community Journals. Some of the items had no sales before those e-newsletter blasts went out, and then, Ta Da! — immediate sales online on Amazon. So, it worked!”

MICHELE, WATSON GLOVES

Lammle’s - Western Lifestyle Ambassadors for 40 Years
Updated: June 29, 2023
Western, Business & Product Profiles, Promoted Content Sponsored

“Western fashion is timeless,” says Jeff Lammle, whose father Barry started Lammle’s Western Wear & Tack 40 years ago. “The Western lifestyle is different for everyone. Whether you live in a rural setting, small town, or big city, Western fashion lends itself to different variations of what it means to dress Western.”

Lammle’s was created in 1983 when Barry and his ranching neighbours needed a place to buy quality clothing that suited both their working life and off-the-farm outings. Filling that need was the impetus for starting the store. But there was a hitch.

“We filled three stores with merchandise but didn’t have a name,” says Barry, explaining that all the typical Western tack store names had been taken. “Every name we submitted for a business licence was already in use. My brother and I went back and forth for hours trying to find a name. Then one night it hit us. No one was using the name Lammle’s Western Wear.”
Social Media Marketing

Horse Community Journals knows how to showcase your products, services, and business to your target market. Establish and grow your interaction with customers, drive traffic to your website, increase sales, answer questions, promote a contest, and reach potential clients.

Stand-Alone Boosted Posts
Save 25% when booked with print

Network Your Brand through our huge Facebook (boosted) and Instagram communities, with a post on our pages. Included in Custom E-Newsletter or Sponsored Content Campaigns.

Social Media Management

Experienced Social Media horse industry staff will assist you from start to finish with your social media campaign.

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

A Snapshot of our Facebook Audience
360,000 Facebook & Instagram fans & followers!

53% are ages 18-34
60% are female

53% are ages 18-34
15% are ages 35-44
13% are ages 45-54
18% are age 55+
1% are younger than 18

PHOTO: ISTOCK / JOHNNY GRIEG
TESTIMONIALS

From our Readers and Clients

“I just finished relishing the Winter issue of Canadian Horse Journal, and was compelled to send you a note of ongoing, sincere appreciation and respect for all of the fabulous articles. Your well-researched offerings are breathtaking, and the primary reason I subscribe to the magazine.”

Ann, Kamloops, BC

“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

“Whatever you’re doing must be working because I’m almost sold out of ponies.”

Dallas Grubenmann, Pferde Traum Farms
New Forest Ponies

“Yes, there is something I need! More hours in a day and more days in a week! I’m getting lots of work from the ads with you.”

Al, CF Fence

“Beautiful, beautiful, beautiful, wonderful issue. I haven’t put the darn thing down since the copies arrived.”

Dan Wilson, Woodmont Canadians

“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

“Do a better job than all of the US magazines when it comes to health and medical stuff.”

Jean Huffies, USA subscriber

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