

CROSSCOUNTRYRANCH.COM

Judge
CASH

ONE OF THE MOST
VERSATILE STALLIONS
IN SEVERAL DISCIPLINES

TRAVELS
TO MAJOR
EVENTS WITH

**WORKING
HORSE**
MAGAZINE

THE PUBLICATION THAT
TAKES YOU TO THE BROADEST
EQUINE EVENT REACH

ALL ISSUES GO TO.....

@ COWBOY CHRISTMAS | NFR
AQHA WORLDS | WORLD SERIES OF TEAM
ROPING | CLASSIC EQUINE & GREG OLSON
BARREL RACING FUTURITIES | WESA TRADE
SHOW | NTR ROPINGS + MORE

Special - Full page ad in all issues | 1 year Website page
12 Facebook posts = ~~\$3500~~ \$2100

We have a 125+,000 online reach per month!
NO AD - NO PROBLEM WE WILL BUILD IT FOR FREE

WORKINGHORSEMAGAZINE.COM

W *serving the performance horse industry since 1997* WORKING HORSE MAGAZINE E

2022 | MEDIA KIT

WORKINGHORSEMAGAZINE.COM

WORKINGHORSEMAGAZINE, founded in 1997, is read by subscribers across the USA and Canada. It is also distributed across the country through tack and feed stores, co-ops, at horse shows, sales, and events, as well as many other sites and venues such as the NFR.

We offer a FREE digital edition of every issue on our website and keep our readers tuned in by promotions on Facebook and Instagram.

Our readers include ranchers, horse breeders, trainers, auction houses | sales companies, and competitors in a variety of performance horse events such as roping, barrel ranching, reining, cutting, reined cow horse and versatility ranch horse.

Each issue features Performance Horses, Breeding Lines, Notable Mares and Studs, Training Tips, News of Sales | Auctions, Real Estate Section and more. With four issues a year that focus on Stallions, Equine Products, Production Sales, and Equine Nutrition and Care, we have created a place for all business and readers to enjoy.

With the increased popularity of our Social Media Platforms, we have generated more opportunities for advertisers to maximize visibility through this media. We have now partnered with **YOUR COMPETITOR NEWS**, the oldest and only Rodeo magazine in the Northwest, with 100% Rodeo household coverage in 5 states.

SPRING ISSUE

Hits mailboxes in March | Ask Sales Rep for Deadline Dates

SUMMER HORSE SALE ISSUE

Hits mailboxes in July | Ask Sales Rep for Deadline Dates

WINTER STALLION ISSUE

Hits mailboxes in December | Ask Sales Rep for Deadline Dates

MECHANICAL REQUIREMENTS | ADVERTISING RATES

Full Page Bleed | 8.75 x 11.25*
Live Area | 7.25 x 9.75

1/2 Page Horizontal | 7.25 x 4.8

1/2 Page Vertical | 3.6 x 9.75

1/4 Page | 3.6 x 4.8

*CAMERA READY ADS |

Minimum resolution 300 dpi, PDF file format and must be in the proper size. No text or logos may be outside of live area. If the ad has to be resized, there will be a \$25 fee.

*PHOTOS/ART FOR AD BUILDS |

Minimum resolution 300 dpi. No blurry, low resolution or pixel-ed photos will be accepted. Ads built by Working Horse Magazine may be used in other media as long as the copyright watermark is not removed.

Back Cover | \$1,150
Inside Front Cover | \$950
Inside Back Cover | \$850
Center Spread | \$1770
Pages 5 - 21 | \$800

PRINT ADS

Full Page | \$850
1/2 Page | \$475
1/4 Page | \$285

WEBSITE | SOCIAL MEDIA

12 months, full page on our website +
12 Facebook posts

We have a 125,000 reach per month! | \$950

Significant discounts may be available—speak to your sales rep for details about packages and bundling print, website and social media ads! Prices subject to change without notice. Contracts guarantee discount amounts only.