

HORSE TALK

Serving Virginia's Equestrians since 1992



2016 Media Kit

Our Readers are Loyal and Active Equestrians

Total Readership: 53,700

Average Age: 38

Average Number of Horses: 3

Median Household Income: \$195k

4,200 Active Newsletter Subscribers

5,350 unique website readers each month

4,700 Facebook Fans



From our recent survey...

32% have been reading
Horse Talk for over 10 years
26% for 6 - 10 years

55% read all 6 issues per year
31% read 4-5 Issues per year

68% spend 30 minutes to 1 hour
reading each issue

75% pick up their copy at a
Tack or Feed Store

57% read the Print Version only
13% read the Online Edition only
30% read Both versions

48% save their back copies at
least 6 months
15% save them for 2 years or more



Each issue is read by 52,000 active equestrians
in Virginia! That's more people than you could
fit in the seats at Churchill Downs

- Since 1992 we have been Virginia's MOST TRUSTED source for equine news, events, products and services.
- Over 35,000 print copies are distributed free throughout the entire state of Virginia, into the bordering counties of Maryland, and select equine businesses in Pennsylvania, West Virginia, and North Carolina
- Printed 6 times a year and distributed free through over 475 tack shops, feed stores and equine related businesses and events. Each location receives up to 250 copies, some larger events receive up to 2,000 copies

Invest in an

Affordable MEDIA PLAN

INCREASE YOUR VISABILITY WITH A MULTIMEDIA APPROACH

Choose any one of our **Bundled Print** and **Digital Media Plans** shown here or let us build a custom program that fits your special needs.

Call us today at **540-548-4613** to learn how we have been delivering real results for our advertisers for over 22 years



CHOOSE YOUR PLAN ↓	PRINT	DIGITAL EDITION	SOCIAL MEDIA	ADVERTISER SPOTLIGHT	Web Banner	E-NEWS-LETTER
					210 x 210 web banner	
PLATINUM	✓	✓	✓	✓	✓	✓
Full page color	Total Value = \$1190		DISCOUNT PRICE = \$840		Your Savings = \$350	
2/3 page color	Total Value = \$950		DISCOUNT PRICE = \$720		Your Savings = \$230	
1/2 page color	Total Value = \$895		DISCOUNT PRICE = \$575		Your Savings = \$115	
1/3 page color	Total Value = \$590		DISCOUNT PRICE = \$480		Your Savings = \$110	
GOLD	✓	✓	✓	✓	✓	
<i>Includes all of the media except E-Newsletter</i>						
Full page color	Total Value = \$1080		DISCOUNT PRICE = \$780		Your Savings = \$300	
2/3 page color	Total Value = \$830		DISCOUNT PRICE = \$620		Your Savings = \$210	
1/2 page color	Total Value = \$595		DISCOUNT PRICE = \$460		Your Savings = \$135	
1/3 page color	Total Value = \$495		DISCOUNT PRICE = \$370		Your Savings = \$125	
SILVER	✓	✓	✓	✓		
<i>Includes print and digital editions, social media blast and advertiser spotlight on website & social media.</i>						
Full page color	Total Value = \$960		DISCOUNT PRICE = \$690		Your Savings = \$250	
2/3 page color	Total Value = \$790		DISCOUNT PRICE = \$530		Your Savings = \$230	
1/2 page color	Total Value = \$495		DISCOUNT PRICE = \$420		Your Savings = \$115	
1/3 page color	Total Value = \$490		DISCOUNT PRICE = \$310		Your Savings = \$110	
1/4 page color	Total Value = \$275		DISCOUNT PRICE = \$250		Your Savings = \$25	
BRONZE	✓	✓	✓			
<i>Includes print and digital editions and social media blast.</i>						
Full page color	Total Value = \$820		DISCOUNT PRICE = \$640		Your Savings = \$180	
2/3 page color	Total Value = \$640		DISCOUNT PRICE = \$490		Your Savings = \$150	
1/2 page color	Total Value = \$475		DISCOUNT PRICE = \$375		Your Savings = \$100	
1/3 page color	Total Value = \$370		DISCOUNT PRICE = \$290		Your Savings = \$80	
1/4 page color	Total Value = \$285		DISCOUNT PRICE = \$225		Your Savings = \$60	
1/6 page color	Total Value = \$225		DISCOUNT PRICE = \$180		Your Savings = \$45	

2016 Horse Talk Order Form

Name of Advertiser _____ Date _____

Address _____

City _____ State _____ Zip _____

Phone (____) _____ Cell (____) _____ Fax (____) _____

Email _____ Contact person _____

PAYMENT INFO: All ads must be pre-paid
 Check enclosed Visa/ MasterCard Only

Card # _____

Exp. date _____ Card Verf. # on back _____

Signature _____

If Address above is different from Credit Card Billing Address please provide the information below:

Name on Credit Card _____

Street Address _____

Zip Code _____

We are ordering the display ad space units indicated below (see Media Plan Page for Packages and Rates):

	B/W	Color	Package Name/Cost
Full Page	\$540	\$590	_____
2/3 Page	\$395	\$450	_____
1/2 Page	\$290	\$315	_____
1/3 Page	\$210	\$255	_____
1/4 Page	\$175	\$190	_____
1/6 Page	\$120	\$140	_____
Bus Card	\$95	\$105	n/a
Service Directory	\$90	3 issues (6 months)	_____
	\$180	6 issues (1 year)	_____

Prime Positions - Call for rates and availability

Frequency Discounts (not applicable for service directory, classified, or web ads)

3 Issues - 5% discount if all 3 ads are paid in full at time of insertion

6 Issues - 1 year contract rate - choose one option below:

bill us for each issue as it runs at 5% off
 OR...

we'll pay for all 6 issues in full and take 10% off

We want our ad to run in the following issue(s):

Jan/Feb'16 Mar/Apr May/June July/Aug
 Sept/Oct Nov/Dec Jan/Feb'17 Mar/Ap May/June

Publisher and Advertiser agree that all rights in ads designed by Publisher, including copyrights, shall be owned solely by Publisher. To the extent that any preexisting rights of Advertiser are embodied in ads designed by Publisher for Advertiser, Advertiser grants to Agency the irrevocable, perpetual, nonexclusive, royalty-free license to use, reproduce, display, distribute copies of and prepare derivative works based upon such rights and any derivative works thereof.

Ads can be designed at no additional cost, please provide photos, any clean, high quality logos or artwork that you would like included. Provide us with text and an outline of the layout for the ad. We will email a proof.

Mechanical Specifications: We prefer to receive high resolution PDF or TIFF files on disk or by email - (Save PS files as level 2&3, Binary, with font inclusion) Line screen is 120. Please call to receive our PDF format requirements. Send by email or mail. FTP site available for download.

Terms: The publisher of "Horse Talk" is hereby authorized to insert in the publication the advertising of the above advertiser or its advertising agency of record, the space units indicated above, for which we agree to include payment in full at the rate and conditions stated in this order. It is understood and agreed that all terms and conditions stated in this Order Form are subject to acceptance by the publisher. No ad will be inserted until full payment is received or payment arrangements have been approved by publisher. Advertiser is responsible for finance fees and court cost on any unpaid balance over 30 days.

 Authorized Signature

Payment in advance required for all one-time display advertising and Service Directory ads. Contract ads (3-time, 6-time) must establish a credit history, and then will be billed per-issue thereafter. Note: better discounts apply if you pay upfront for your contract. Repeat ads will be accepted only upon payment in full for previous ad. MasterCard and Visa are accepted.

Please Email, Fax or Mail this form to:

Horse Talk Magazine • PO Box 1037 • Locust Grove, VA 22508 •
 Phone 540-548-4613 or 540-220-9103 • Fax 540-301-2009 •
 Email: ads@horsetalkmagazine.com

Overnight Shipping Address: 12301 Dell Way, Fredericksburg, VA 22407

2016 Editorial Calendar

January/February 2016

Yearbook Issue

Extra Distribution at VA Horse Center, and indoor shows

Space Deadline: Dec. 10

Art Deadline: Dec. 14

Street Date: Jan. 4

March/April 2016

Spring Kickoff/Trail Riding

Extra Distribution at Rosemount Farm Show, VA Horse Center

Space Deadline: Feb. 10

Art Deadline: Feb. 15

Street Date: March 1

May/June 2016

Calendar Issue

Extra Distribution at Upperville HS, Warrenton, Keswick, Deep Run, Morven Park and other top rated shows and events

Space Deadline: April 11

Art Deadline: April 14

Street Date: May 1

July/August 2016

Horse Health Issue

Extra Distribution at HITS Culpeper, Morven Park, Warrenton Horse Show

Space Deadline: June 10

Art Deadline: June 14

Street Date: July 1

September/October 2016

Fall Events Review

Extra Distribution at WIHS, Capital Challenge, Middleburg Classic and more

Space Deadline: Aug. 10

Art Deadline: Aug. 15

Street Date: Sept. 1

November/December 2016

Holiday Issue

Extra Distribution at SWVHJA and VHSA Finals,

Space Deadline: Oct. 10

Art Deadline: Oct. 14

Street Date: Nov. 1

Please Note: Art deadline is for Camera Ready art. If we design an ad for you, we need the materials by the Space deadline.

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