

*Where the soul of the human seeks the heart of the horse.*



*John Lyons* PERFECT  
HORSE

2 0 0 6 M E D I A K I T

# Connection, not competition, is the new best market.

Traditional wisdom in the horse industry has always been to go after the ones who go after buckles and blue ribbons. After all, that's the land of \$3000 saddles and lots of glitzy stuff to go with them... thus relegating 'backyarders' to the backyard of advertisers' spending. But if you haven't already, it's time to reconsider that way of thinking. Backyard horse owners are big business, and you'll find them reading *Perfect Horse*.

## Nary a sequin, but gear galore.

This 'new' market of non-competitive but serious horsepeople has been gaining ground over the last ten years. This high-income, highly educated group has consciously dialed back the pace of their lives to include horses as a touchstone. And though some do compete on a low-key level, the *Perfect Horse* reader's emotional focus is the deepening of the relationship through better foundational training.

To work on this bond with their horses, they spend a lot of time – and a lot of money – engaging in all manner of horse activities. They don't shy from taking care of their four-legged friends, and they don't waste time with cheap solutions. They attend horse expos, clinics, and group trail rides. They buy quality tack and equipment and the best in feed and supplements. They drive their own truck and trailer rig, and, by and large, care for their horses at home – because to them, horses *are* home.

## Riders seeking *The Perfect Horse*.

This thriving and affluent market turns to *Perfect Horse* because we are, quite simply, the only one who speaks to them. We don't waste their time with the latest in horse show styles and advice on jogging the perfect circle. Instead, we have a relentless focus on deepening their equine bond through practical, proven training and horse-care techniques. Indeed, recent readership studies confirm that *Perfect Horse* really is one-of-a-kind, with little crossover with other publications.

## Rapid growth says we've really hit the mark.

In a time when many horse magazines are competing for every subscriber with bargain-basement subscriptions, *Perfect Horse* jumped 6% in paid circulation in just one year at an average subscription price of \$25. Now at 85,000 total distribution per issue, *Perfect Horse* will be issuing its first ABC Audit statement in the coming year.

## For many of you, it's the *Perfect* buy.

*Perfect Horse* is a must-buy for many categories of equine products. It reaches people who care, people who spend, and people who go nowhere else for horse information. And it does so at a very competitive CPM. Give us a call to reserve your 2006 space today.

## Every month in *Perfect Horse*

Originally founded as John Lyons' monthly subscriber-based newsletter for training advice, *Perfect Horse* still benefits from a strong commitment and involvement from John. Every month, the *Perfect Horse's* award-winning editorial staff brings readers valuable advice from not just John, but other top trainers of complementary philosophies. Plus, *Perfect Horse* readers ask for and receive product and horse care advice, from health concerns, to feeding, home horse-keeping, and trailers. This advice-rich format means every month is a good month to advertise in *Perfect Horse*.

**Short Takes:** Tidbits readers can use to get the most out of their horse experience.

**Square One:** John Lyons explains the training technique and philosophy that allows people to solve their own training problems successfully.

**Your Healthy Horse:** Dr. Eleanor Kellon, VMD gives in-depth advice on all aspects of horse health, with practical tips readers can use to keep their animals in tip-top shape.

**A Closer Look:** Each month we focus on a product line useful to every horse owner, charting options in everything from feed to tack to trailers.

**Back to Basics:** Everyone can use practical tips for improving life around the barn, and they can find hands-on advice here every month.

**The Feed Bag:** Whether it's the latest in feed supplements and nutrition or the best ways to choose hays and grains, readers look for the best options right here.

**Healthful Hints:** Lots of great ideas on how readers can keep their horses healthy, strong and happy.

**Barns & Facilities:** Experts discuss the ways for readers to keep their barns and facilities in shape, updated and useful for both them and their horses.

**Ask *Perfect Horse*:** John Lyons, Dr. Eleanor Kellon and other experts address readers' specific questions about solving problems with their horses.

**Check It Out:** *Perfect Horse* editors weigh in on items—both new and tried-and-true—that readers may find useful for their horses or around the barn.

**The Last Word:** Horse owners and industry leaders talk candidly about lifestyle choices we make for the betterment of ourselves and our horses.

**Guest Trainer/Expert:** Top trainers such as Al Dunning, Barbra Schulte, Jane Savoie, Pam Whitfield and Shirley Ruth Johnson help round out the how-to package.

**Lyons' Training Feature:** Step-by-step guide to solve training and behavior problems, with lots of support photos for easier comprehension.

**Then & Now:** We examine twenty years of progress in all aspects of caring for the horse, from a practical viewpoint of what the changes mean to the everyday horseman.



## *Perfect Horse* subscribers own horses...

Owners 93%

## ...quite a few, it turns out.

2 horses 26%

3-4 horses 29%

5+ horses 27%

## A lot of fancy horses...

Horse(s) registered, some or all 80%

## ...of widely-ranging shapes, sizes, and spots.

Quarter Horse 59%

Paint 28%

Arabian 20%

Appaloosa 17%

Pony 10%

Thoroughbred 11%

Tennessee Walker 11%

Donkey/Mule 7%

Morgan 6%

Mustang or "wild horse" 5%

Draft Horse 4%

Miniature Horse 3%

Warmblood 2%

Other or Grade 31%

## Readers aren't entirely new to horses...

More than 15 years riding 55%

11-15 years riding 9%

4-10 years riding 20%

1-3 years riding 12%

Less than one year riding 3%

## ...but most are in a learning state of mind...

Consult with a trainer regularly 23%

Consult with a trainer occasionally 52%

Consult with a trainer rarely 23%

## ...with less-established brand loyalties.

Owned horses less than 3 years 18%

Owned horses 4-10 years 27%

Owned horses 11-15 years 10%

Owned horses 15 years+ 26%

Owned horses 'all my life' 19%

## They have a variety of interests...

Western 89%

English 33%

## ...but most just wanna have fun.

Pleasure or trail riding 90%

Competitive events/showing 25%

## They live in the country...

Rural 72%

Suburban 16%

## ...own a whole lotta land...

100 acres or more 10%

20-99 acres 27%

5-19 acres 35%

Under 5 acres 27%

## ...to keep their horses at home.

Horses at home 78%

## They have barns for them to live in...

Own one or more barns 72%

## ...and rigs to travel in.

Own truck(s) 85%

Own trailer(s) 67%

## Their horses are well-cared-for...

Regular vet consultation 96%

Regular grooming 94%

Use fly control products 94%

Feed supplements 55%

## ...and may soon enjoy an even nicer place.

Yes/maybe improve barn w/in year 67%

Yes/maybe buy barn within year 24%

Yes/maybe buy fencing within year 49%

Yes/maybe buy trailer within year 29%

## Readers are largely female like the rest of the horse world...

Female 77%

Male 23%

## ...and at that age when they want the best...

30-39 12%

40-49 29%

50-59 33%

60+ 18%

## ...and can afford it.

HH net worth \$500,000 and over 22%

HH net worth \$100,000-\$499,999 46%

HH net worth under \$100,000 14%

## They're smart, experienced, savvy...

Professional (lawyer, doctor) 19%

Retired 15%

Self Employed 13%

Managerial 11%

Homemaker 9%

Skilled Laborer 3%

Horse Professional 4%

Student 4%

Laborer or Clerk 3%

Other 16%

## ...willing to share their subscription...

1 other person reads it 57%

2 other people read it 20%

3 other people read it 5%

4+ other people read it 2%

## ...though friends may have to wait a bit for it...

Three or more hours spent reading it 22%

One to two hours spent reading it 64%

Less than an hour spent reading it 14%

## ...because it's clear they love their *Perfect Horse*.

*Perfect Horse* subscribers 100%

*Horse & Rider* subscribers 31%

*Equus* subscribers 30%

*Horse Illustrated* subscribers 28%

*Western Horseman* subscribers 24%

*Trail Rider* subscribers 11%

*Practical Horseman* subscribers 6%

*The Horse* subscribers 5%

*Trail Blazer* subscribers 1%

Other horse magazine subscribers 21%

Source: Readership Study of July 2005 by Lewis & Clark Research, Raleigh, NC



## Display Rates

4/color	1-2x	3-5x*	6-11x*	12x*
Full Page	3,135	3,025	2,900	2,665
2/3 Page	2,350	2,270	2,175	2,000
Island 1/2 Page†	2,070	1,995	1,915	1,760
1/2 Page	1,880	1,815	1,740	1,600
1/3 Page	1,350	1,300	1,250	1,145
1/4 Page	1,100	1,060	1,015	935
1/6 Page	815	785	755	690

† Guaranteed as only ad on page

Cover II	3,760	3,625	3,475	3,195
Cover III	3,760	3,625	3,475	3,195
Cover IV	3,915	3,780	3,625	3,330

### Black & White

Full Page	2,085	2,010	1,930	1,770
2/3 Page	1,565	1,510	1,445	1,330
Island 1/2 Page†	1,375	1,325	1,270	1,170
1/2 Page	1,250	1,205	1,155	1,060
1/3 Page	900	865	830	765
1/4 Page	730	705	675	620
1/6 Page	500	480	460	425

### Business Card (\*\*non-commissionable)

	210	205	195	180
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### Perfect Horse Shopper (\*\*non-commissionable)

1/6 Page 4/color	715	690	660	605
1/6 Page b&w	400	385	370	340
3-inch	190	180	175	160
2-inch	135	130	125	115
1-inch	70	65	60	55

## Position Premium Charges

Page 1, add	15%
Opposite TOC, add	10%
Opposite Masthead, add	10%
Other special positions, add	10%
Bleeds, fractional pages, add	10%
Bleeds, full pages	no charge

## Discounts

Full Page spread	discount 5%
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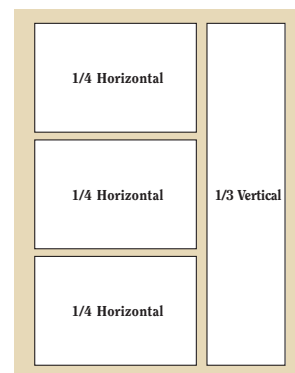
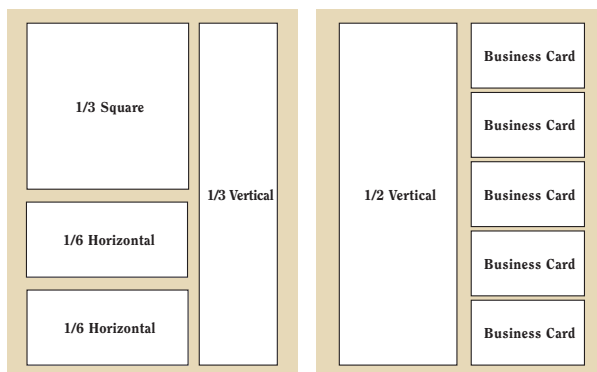
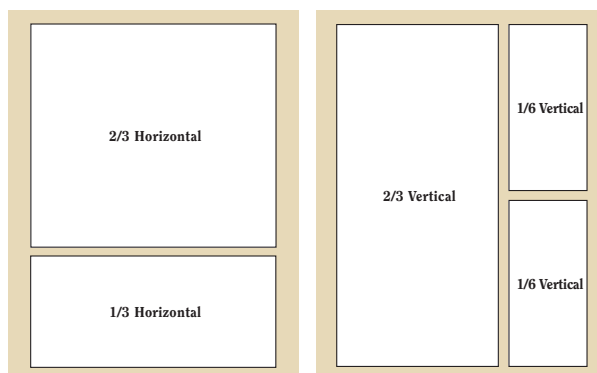
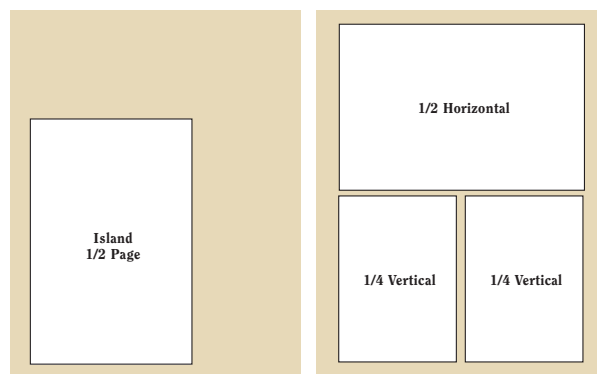
## Combined Frequency Discounts

Advertisers may combine insertions within a contract year with *Trail Rider* and *Spin To Win* to earn the lowest frequency discount within a 12-month contract year.

18 times = 17.5% off one time rates

24 times = 20% off one time rates

30 times = 22% off one time rates



## Matched Color

Full page, add	\$600
1/3, 1/2 & 2/3, add	\$450
1/4 and smaller, add	\$300

\* Multiple insertion discount rates require contract. Unfulfilled contracts are subject to short-rate changes.

\*\* 10% discount offered when 6 consecutive issues are paid in advance.

## Average Circulation and Distribution, 2005

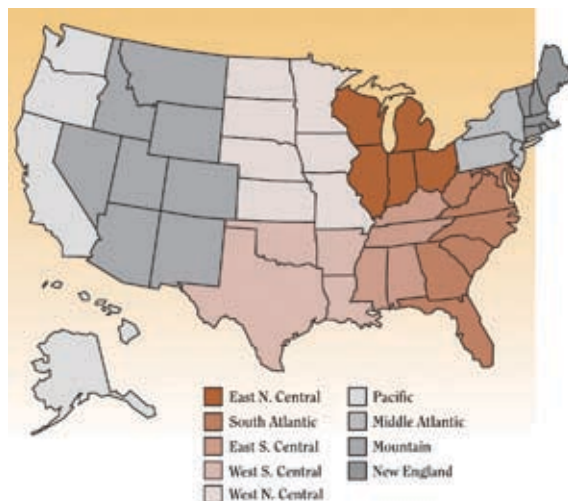
Paid Subscriptions	77,018	90%
Paid Single Copy Sales (newsstands)	3,602	4%
Requested Subscriptions	2,439	3%
Other Distribution		
Show copies	1,000	1%
Office copies	500	1%
Advertiser comp list	853	1%
	<b>85,412</b>	

## Prices

Annual Subscription Rate	\$29.00
Single-Copy Newsstand Price	\$3.50
Established	1995
Frequency	Monthly

## Geographical Distribution

New England	4%	East S. Central	6%
Middle Atlantic	8%	West S. Central	10%
East N. Central	15%	Mountain	10%
West N. Central	10%	Pacific	15%
South Atlantic	13%	Foreign	7%



State	Subscriptions	Single Copy Sales	Total Circ.	% of Circ.
Maine	539	19	558	
New Hampshire	462	16	478	
Vermont	385	13	398	
Massachusetts	847	29	876	
Rhode Island	154	5	159	
Connecticut	539	19	558	
<b>New England</b>	<b>2,926</b>	<b>101</b>	<b>3,027</b>	<b>4%</b>
New York	2,079	72	2,151	
New Jersey	847	29	876	
Pennsylvania	2,926	121	3,047	
<b>Middle Atlantic</b>	<b>5,852</b>	<b>222</b>	<b>6,074</b>	<b>8%</b>
Ohio	2,618	90	2,708	
Indiana	1,694	58	1,752	
Illinois	2,310	80	2,390	
Michigan	2,618	90	2,708	
Wisconsin	2,387	82	2,469	
<b>East N. Central</b>	<b>11,627</b>	<b>400</b>	<b>12,027</b>	<b>15%</b>
Minnesota	1,848	64	1,912	
Iowa	1,309	45	1,354	
Missouri	2,156	74	2,230	
North Dakota	385	13	398	
South Dakota	539	19	558	
Nebraska	693	24	717	
Kansas	1,078	37	1,115	
<b>West N. Central</b>	<b>8,008</b>	<b>276</b>	<b>8,284</b>	<b>10%</b>
Delaware	154	5	159	
Maryland	1,001	34	1,035	
District of Columbia	9	0	9	
Virginia	1,772	61	1,832	
West Virginia	539	19	558	
North Carolina	1,925	66	1,991	
South Carolina	770	27	797	
Georgia	1,463	50	1,513	
Florida	2,541	107	2,648	
<b>South Atlantic</b>	<b>10,173</b>	<b>369</b>	<b>10,542</b>	<b>13%</b>

State	Subscriptions	Single Copy Sales	Total Circ.	% of Circ.
Kentucky	1,155	40	1,195	
Tennessee	1,617	56	1,673	
Alabama	1,001	34	1,035	
Mississippi	616	21	637	
<b>East N. Central</b>	<b>4,389</b>	<b>151</b>	<b>4,540</b>	<b>6%</b>
Arkansas	924	32	956	
Louisiana	770	27	797	
Oklahoma	1,386	48	1,434	
Texas	5,045	222	5,267	
<b>West S. Central</b>	<b>8,125</b>	<b>329</b>	<b>8,454</b>	<b>10%</b>
Montana	1,155	40	1,195	
Idaho	1,155	40	1,195	
Wyoming	616	21	637	
Colorado	2,464	110	2,574	
New Mexico	770	27	797	
Arizona	1,848	64	1,912	
Utah	847	29	876	
Nevada	693	24	717	
<b>Mountain</b>	<b>9,548</b>	<b>355</b>	<b>9,903</b>	<b>10%</b>
Alaska	231	8	239	
Washington	2,541	87	2,628	
Oregon	1,925	66	1,991	
California	6,776	283	7,059	
Hawaii	154	5	159	
<b>Pacific</b>	<b>11,627</b>	<b>449</b>	<b>12,076</b>	<b>15%</b>
<b>United States</b>	<b>72,275</b>	<b>2,652</b>	<b>74,927</b>	<b>93%</b>
US Possessions	15	0	15	
Canada	4,620	608	5,228	
Mexico	0	0	0	
International	77	342	419	
APO Military overseas	31	0	31	
<b>Foreign</b>	<b>4,743</b>	<b>950</b>	<b>5,693</b>	<b>7%</b>
<b>Total Paid Circulation</b>	<b>77,018</b>	<b>3,602</b>	<b>80,620</b>	<b>100%</b>
	96%	4%		

## Digital Materials

### Application files accepted:

- We prefer a high-resolution Adobe PDF (press quality) or a TIF at least 300 dpi, which meet exact mechanical size requirements.
- We'll also accept Adobe InDesign CS (3.0), Photoshop CS (8.0), and Illustrator CS (11.0) files.

### Media accepted:

- Macintosh compatible CD, DVD or ZIP disks.
- Include a hard copy proof (sent by mail or fax) and a list of disk contents.
- Include all linked graphics and fonts.
- Graphics must be in TIF or EPS format and at least 300 dpi. Do not compress graphic files.
- Postscript Type 1 fonts only. Do not use True Type fonts.
- All screen and printer fonts must be included.
- Convert fonts to outlines in Illustrator files.

### Delivery Options:

- Email: ads up to 10 MB may be emailed to [ads@horsemediagroup.com](mailto:ads@horsemediagroup.com)
- FTP upload: for access information, email [ads@horsemediagroup.com](mailto:ads@horsemediagroup.com)
- Mail/ship a disc to:  
Perfect Horse Production  
Horse Media Group  
730 Front Street,  
Louisville CO 80027  
303-661-9282 x206

## Production Charges

Ad design, typesetting, layout and client proof services are offered free of charge and are the sole property of publisher. Digitally reproducible copies may be purchased for a reasonable fee for use as reprints or for publication in other magazines: Full or 2/3-pages, \$100; 1/2, 1/3 or 1/4 pages, \$75; 1/6-page and smaller ads, \$60.

Major changes after first client proof or major changes to supplied ad files may be charged at the discretion of publisher at a rate of \$60 per hour. For graphic scanning, logo re-creations or 4-color work, add \$25 per hour to cost.

Additional charges (@ \$50 per hour) will be incurred for "digital/camera ready" materials submitted that require additional work to meet our mechanical specifications.

## Mechanical Requirement

Spread	16.5" x 10.5"
Full Page	7.75" x 10"
2/3 Page Horizontal	7" x 6.375"
2/3 Page Vertical	4.625" x 9.667"
Island 1/2 Page	4.625" x 7"
1/2 Page Horizontal	7" x 4.75"
1/2 Page Vertical	3.375" x 9.667"
1/3 Page Horizontal	7" x 3.125"
1/3 Page Vertical	2.25" x 9.667"
1/3 Page Square	4.625" x 4.75"
1/4 Page Vertical	3.375" x 4.75"
1/4 Page Horizontal	4.625" x 3.125"
1/6 Page Horizontal	4.625" x 2.5"
1/6 Page Vertical	2.25" x 4.75"
Business Card	3.25" x 1.875"
4-inch	2.25" x 4"
3-inch	2.25" x 3"
2-inch	2.25" x 2"
1-inch	2.25" x 1"

Trim Size: 8.25" x 10.5"

\*Keep "Live Copy" 1/4" from trim on all four sides.

Live Area: 7.75" x 10"

Bleed Size: 8.75" x 11"

\*1/4" Bleed on all four sides.

Allow for 3-hole punch on bleed ads.



## SPECIAL FEATURES & CLOSING DATES

Issue	Special Features	Space Due	Materials Due
January	Vaccinations, Stall Mats, Grain & Feed Concentrates	11/1/05	11/3/05
February	Foaling, Tractors, Portable Barn & Stall Equipment	12/1/05	12/5/05
March	Deworming, Clipping/Grooming, Truck Accessories	1/2/06	1/4/06
April	Pasture & Arena Drags, Gates & Latches, Hoof Care	2/1/06	2/3/06
May	Fencing, Fly Control & Defense, Saddle Pads	3/1/06	3/3/06
June	Trailer Accessories, Electrolytes, Saddles	4/3/06	4/5/06
July	Feeders, Protective Boots and Legwear, Eco-Horse Care	5/1/06	5/3/06
August	Hay Handling/Utility Vehicles, Liniments, Leather Care	6/1/06	6/5/06
September	Trailering, Hay Alternatives, Waterers/De-Icers	7/5/06	7/7/06
October	Blanketing, Joint Supplements, Riding & Chore Boots	8/1/06	8/3/06
November	Senior Horse Care, Barn Tools, Mane & Tail Care	9/1/06	9/5/06
December	Vitamins & Minerals, Bridles, Holiday Gifts	10/2/06	10/4/06



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