

Where rodeo is a family tradition.



TEAM ROPING'S INDEPENDENT VOICE SINCE 1997

SPIN TO WIN

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

A photograph of a cowboy riding a dark brown horse in a rodeo arena. The cowboy is wearing a light-colored cowboy hat, a red and white plaid shirt, and blue jeans. He is holding a coiled lasso in his right hand. The horse is in motion, kicking up dust. In the background, there are trees and a yellow fence with some text on it.

There are rodeo magazines. And then there's *Spin to Win*.

From coast to coast, drive through any semi-rural or rural area on a Friday night, and you'll see it. A couple dozen truck 'n trailer rigs, a dusty arena, and a big group of friends leaning over the fence, razzin' their buddies and shouting encouragement to their children. To some, it looks like picturesque Americana. To the ones hanging on the fence, this is simply life.

We at *Spin to Win* live that tradition, and take pride in nearly a decade of helping ropers and other rodeo hands get better at their chosen passion. We give them advice on their own heading and heeling techniques, but we also pass along how best to start their six-year-old off with a rope, or take better care of their equine partners. At *Spin to Win*, roping and ranching is a family tradition that goes beyond who won the latest jackpot, to embrace the lifestyle we love to live.

House full of riders, barn full of horses.

When you convince the *Spin to Win* reader to spend money with you, you've actually earned the business of quite a few people. One in five *Spin to Win* households have four or more riders, half own five or more horses, and nearly all of them keep those horses on their own land. And since they're by and large experienced horsemen who don't consult with trainers very often, they're relying even more on the expert advice they find every month in *Spin to Win*.

Land means gear. A lot of gear.

Spin to Win readers aren't boarders. They're independent westerners, with a whole lot of them owning 100 acres or more of land. This means not just a truck and trailer, but arena drags, cattle, haying equipment, tractors, and four-wheelers. A naturally practical and self-reliant crowd, this also means they buy farrier equipment to do their own shoeing, vaccines to do their own routine vet care, and go through a fair amount of supplements, fly spray and everyday grooming tools to keep their horses healthy and comfortable.

There's only one way to reach them over and over again.

Spin to Win readers don't bother with most other horse magazines. In fact, it's pretty clear by our readership studies that they read, at most, one or two others. We make sure we're king of their library with our how-to and independent editorial that encourages close and repeated scrutiny. After all, rodeo reports and lifestyle essays go only so far when there's hay to cut and a neighborhood jackpot to win.

Are you ready to *Spin*?

Ropers, ranchers and neighborhood rodeoers come to one place for their training advice. *Spin to Win*. So if you have a product that makes sense for this market, you should be here too. To give it a shot, give us a call to reserve your 2006 space today.

Every month in *Spin to Win*

Around here, it's always a good day to rodeo, and it's always a good month to advertise. That's because every month *Spin To Win* delivers can't-be-missed advice to advance our readers' skills. After all, there are bragging rights to be had... they won't miss an issue and you shouldn't either. Here's a quick rundown of our editorial package so you can see for yourself what a positive selling environment *Spin To Win* provides for advertisers every single month.

Jake Barnes: The seven-time world champion team roper delivers instructional information on every aspect of the heading and roping game, and each point is illustrated with a photograph for easier reader understanding.

Clay O'Brien Cooper: Our other resident Pro Rodeo Hall of Famer shares his insights and instruction on heeling and roping in general, with full pictorial support.

Ask The Pros: Roping experts from Jake Barnes and Clay O'Brien Cooper to Speed Williams and Rich Skelton field reader questions on all aspects of roping and rodeo, and specifically address how to overcome obstacles to success.

Freeze Frame: Each month a different "Top-15" professional dissects a photo of himself, from top to bottom, so readers can establish a mental picture of what it takes to become a winner.

Header Box: The world's leading headers share insights aimed at helping roping readers take it up a notch.

Heeler Box: World-class heelers offer how-to advice, as well as personal accounts of their road to the top.

One More Tip: A different roping celebrity has the final word each issue, with one last tip for the road (usually positioned as last editorial page in each issue).

At The Barrier: Tidbits from the rodeo and roping worlds, plus results from a reader poll, a quiz and a new music review.

Behind The Chutes: Editor Kendra Santos gives readers "the rest of the story" in this popular column that always features a unique and fresh angle.

High Call: The best shots from recent rodeos on two spreads up front to grab the readers' attention.

Inside Scoop: Readers learn more about what their favorite star ropers are really like in an informal Q&A format.

New Products: The latest new products of interest to team ropers and rodeo enthusiasts.

On the Rodeo Road: The inside track on the latest rodeo and roping stories.

Professional Feature: From stories of triumph over tragedy to remembering past champions, these pages take the reader deep into the world of professional team roping.

Vet's Office: Dr. Frank Santos helps readers take better care of their horses and cattle.

Where To Rope Guide: From backyard ropings to the National Finals, every roping we can find is listed for our readers to refer to every month.



TEAM ROPING'S INDEPENDENT VOICE SINCE 1997

SPIN TO WIN

Spin to Win subscribers own horses...

Owners 95%

...herds of them, actually.

5+ horses 48%

Many are fancy horses and...

Horse(s) registered, some or all 90%

...naturally, most are stock breeds.

Quarter Horse 97%

Paint 33%

More than most, readers are families...

4+ household members involved 18%

3 household members involved 13%

2 household members involved 40%

...involved in horse communities.

USTRC 70%

AQHA 62%

Rope America 24%

Local/Regional Club 21%

APHA 19%

PRCA 10%

4H Club 10%

AATRC 7%

Other 25%

Subscribers are horsemen (yes, men)...

Male 92%

Female 6%

...in fact, lifelong horsemen...

Owned horses 'all my life' 53%

Owned horses 15 years+ 21%

Owned horses 11-15 years 8%

Owned horses 4-10 years 14%

Owned horses less than 3 years 3%

...who ride a lot...

Ride daily 20%

Ride 2-4 times/week 65%

Ride weekly 11%

Ride seldom 2%

...with single-minded focus.

Rope daily 8%

Rope 2-4 times/week 61%

Rope weekly 20%

Rope seldom 7%

They're independent thinkers...

Self Employed 24%

Retired 12%

Skilled Laborer 10%

Horse Professional 10%

Managerial 8%

Professional (lawyer, doctor) 7%

Laborer 5%

Student or Homemaker 3%

Other 20%

...so just because they're experienced...

Advanced-level rider 70%

Intermediate-level rider 28%

Beginner-level rider 2%

...don't assume they won't adopt new thinking...

Feed supplements 50%

...because they take horse care seriously.

Regular grooming 98%

Regular vet consultation 95%

Use fly control products 89%

Regular clipping 78%

They live in the country...

Rural 81%

Suburban 9%

...and keep their horses at home.

Horses at home 91%

They own larger properties...

100 acres or more 27%

20-99 acres 25%

5-19 acres 30%

Under 5 acres 17%

...with all the tools.

Own barn(s) 89%

Own fencing 86%

Own arena(s)/roundpen(s) 70%

Own truck(s) 96%

Own trailer(s) 93%

Own tractor(s) 68%

But they're still shopping...

Yes/maybe improve barn w/in year 66%

Yes/maybe buy barn within year 30%

Yes/maybe buy fencing within year 52%

Yes/maybe buy trailer within year 34%

Yes/maybe buy tractor within year 22%

...and looking for new-horse gear...

Yes/maybe buy horse(s) w/in year 66%

...because they're at an age...

30-39 19%

40-49 25%

50-59 22%

60+ 20%

...where they can afford it.

HH net worth \$500,000 and over 24%

HH net worth \$100,000-\$499,999 48%

HH net worth under \$100,000 17%

Quite a few are willing to share their subscription...

4+ other people read it 6%

3 other people read it 10%

2 other people read it 30%

1 other person reads it 48%

...though friends may have to wait a bit because...

Spend 3 or more hours reading it 31%

Spend 1 to 2 hours reading it 57%

Spend less than an hour reading it 10%

...only one helps them improve:

Spin to Win.

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	1,925	1,860	1,780	1,635
2/3 Page	1,535	1,480	1,420	1,305
Island 1/2 Page†	1,340	1,295	1,240	1,140
1/2 Page	1,220	1,175	1,130	1,035
1/3 Page	890	860	825	755
1/4 Page	705	680	650	600
1/6 Page	430	415	400	365

† Guaranteed as only ad on page

Cover II	2,310	2,230	2,135	1,965
Cover III	2,310	2,230	2,135	1,965
Cover IV	2,595	2,505	2,400	2,205

Black & White

Full Page	1,100	1,060	1,020	935
2/3 Page	945	910	875	805
Island 1/2 Page†	880	850	815	750
1/2 Page	800	770	740	680
1/3 Page	615	595	570	525
1/4 Page	495	480	460	420
1/6 Page	380	370	350	235
1/8 Page	300	290	275	255

Sale Barn (**non-commissionable)

(per inch; add \$100 for color)				
	80	75	70	65

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 *Perfect Horse* 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

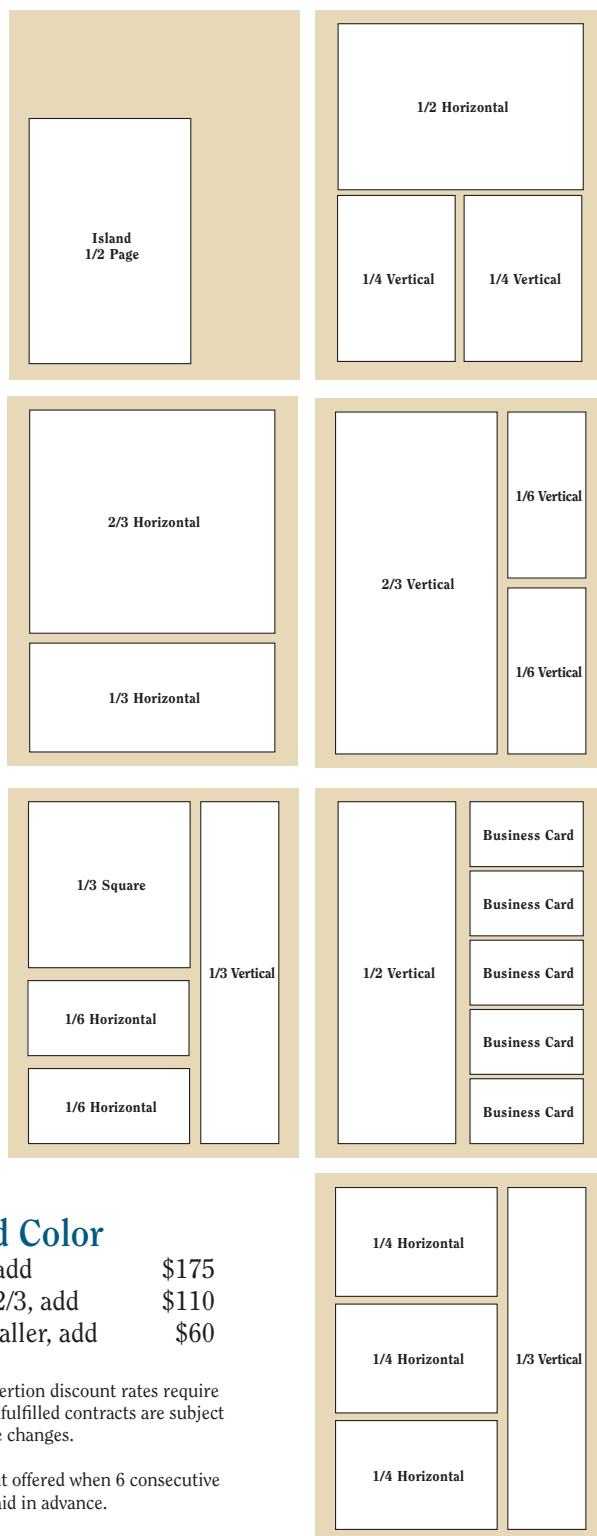
30 times = 22% off one time rates

Matched Color

Full page, add	\$175
1/3, 1/2 & 2/3, add	\$110
1/4 and smaller, add	\$60

* 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

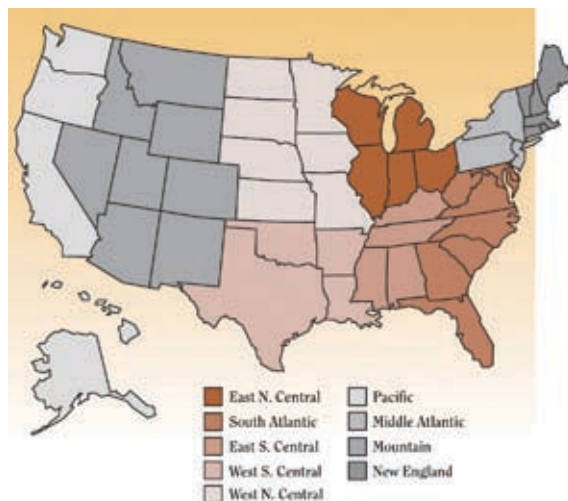
Paid Subscriptions	22,057	71%
Paid Single Copy Sales (newsstands)	2,505	8%
Requested Subscriptions	357	1%
Other Distribution		
Newsstand	4,372	14%
Show copies	500	2%
Office copies	500	2%
Advertiser Comp List	897	3%
	31,138	

Prices

Annual Subscription Rate	\$24.00
Single-Copy Newsstand Price	\$3.99
Established	1997
Frequency	Monthly

Geographical Distribution

New England	0.3%	East S. Central	3%
Middle Atlantic	1%	West S. Central	39%
East N. Central	3%	Mountain	28%
West N. Central	10%	Pacific	10%
South Atlantic	4%	Foreign	2%



State	Subscriptions	Single Copy Sales	Total Circ.	% of Circ.
Maine	0	0	0	
New Hampshire	0	0	0	
Vermont	0	0	0	
Massachusetts	22	2	24	
Rhode Island	0	0	0	
Connecticut	44	4	48	
New England	66	6	72	0.3%
New York	110	11	121	
New Jersey	44	4	48	
Pennsylvania	110	11	121	
Middle Atlantic	264	26	290	1%
Ohio	110	11	121	
Indiana	88	9	97	
Illinois	198	19	217	
Michigan	154	15	169	
Wisconsin	110	11	121	
East N. Central	660	65	725	3%
Minnesota	176	17	193	
Iowa	198	19	217	
Missouri	506	49	555	
North Dakota	176	17	193	
South Dakota	264	26	290	
Nebraska	330	32	362	
Kansas	550	53	603	
West N. Central	2,200	213	2,413	10%
Delaware	22	2	24	
Maryland	22	2	24	
District of Columbia	1	0	1	
Virginia	110	11	121	
West Virginia	22	2	24	
North Carolina	132	13	145	
South Carolina	66	6	72	
Georgia	198	19	217	
Florida	286	28	314	
South Atlantic	859	83	942	4%

State	Subscriptions	Single Copy Sales	Total Circ.	% of Circ.
Kentucky	88	9	97	
Tennessee	176	17	193	
Alabama	220	21	241	
Mississippi	242	23	265	
East N. Central	726	70	796	3%
Arkansas	792	77	869	
Louisiana	352	34	386	
Oklahoma	2,046	198	2,244	
Texas	5,434	547	5,981	
West S. Central	8,624	856	9,480	39%
Montana	550	53	603	
Idaho	374	36	410	
Wyoming	440	43	483	
Colorado	858	83	941	
New Mexico	924	90	1,014	
Arizona	2,376	230	2,606	
Utah	330	32	362	
Nevada	396	38	434	
Mountain	6,248	605	6,853	28%
Alaska	0	0	0	
Washington	286	28	314	
Oregon	396	38	434	
California	1,408	137	1,545	
Hawaii	88	9	97	
Pacific	2,178	212	2,390	10%
United States	21,825	2,136	23,961	98%
US Possessions	4	0	4	
Canada	154	219	373	
Mexico	0	0	0	
International	22	147	169	
APO Military overseas	2	0	2	
Foreign	182	366	548	2%
Total Paid Circulation	22,007	2,502	24,509	100%
	90%	10%		

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
- FTP upload: for access information, email ads@horsemediagroup.com
- Mail/ship a disc to:
Spin To Win 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"
1/8 Page Horizontal	3.375" x 2.5"
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"

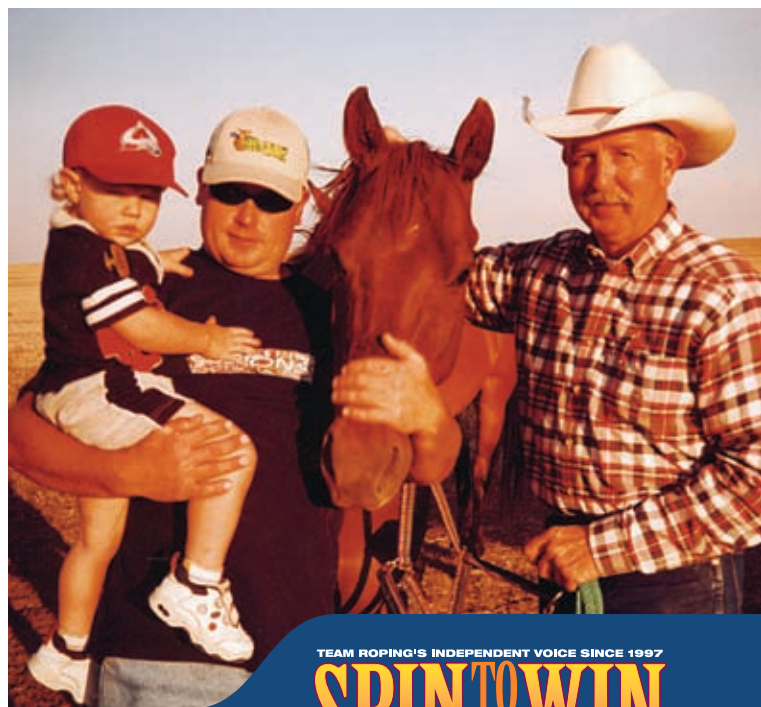
Trim Size: 8.25" x 10.5"

*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.



SPECIAL FEATURES & CLOSING DATES

Issue	Special Features & *Bonus Distribution*	Space Due	Materials Due
January	National Finals Rodeo Roundup, *WESA*	11/18/05	11/21/05
February	Rope Buyer's Guide	12/20/05	12/22/05
March	Guide to Buying a Roping Horse	1/20/06	1/23/06
April	Fly and Insect Control	2/20/06	2/22/06
May	Arenas and Fencing	3/20/06	3/22/06
June	Performance Horse Nutrition	4/20/06	4/24/06
July	Special Issue! - Ropers' Buying Guide	5/22/06	5/24/06
August	Roping Schools and Videos	6/20/06	6/22/06
September	Trailers and Trucks, *WESA*	7/20/06	7/24/06
October	USTRC Finals Preview, *OK City*	8/21/06	8/23/06
November	Holiday Gift Guide	9/20/06	9/22/06
December	National Finals Rodeos Preview, *Las Vegas*	10/20/06	10/23/06



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