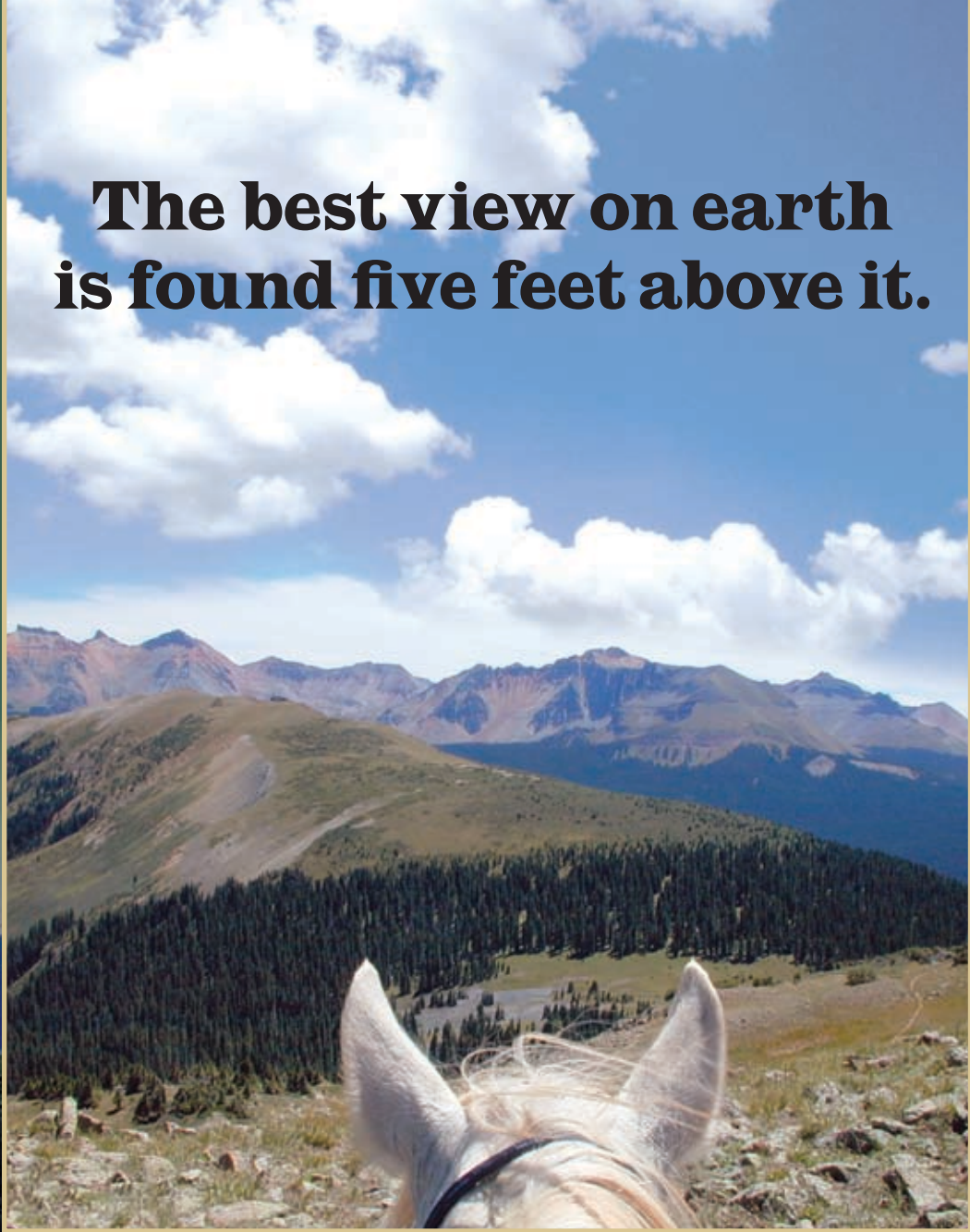


**The best view on earth  
is found five feet above it.**



# THE TRAIL RIDER

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



A man wearing a hat and a blue shirt is riding a dark horse across a shallow stream. A golden retriever is also in the water, wading towards the left. The background is a lush green forest with tall trees.

## It's time for adventure. And *Trail Rider* leads the way.

You may have heard of the baby boomer generation? The largest generation in history is now reaching an age where they're able to do what they want, and for many, that's saddling up and hitting the trail. And they're doing it with *Trail Rider* magazine.

After a lifetime of long days these hard-working boomers are taking the time to live a little. Nearly all of them own trailers, and a good half of them have living quarters in those rigs. They're opening the back gate and heading down the home trail on a regular basis, but they're also loading up and discovering new trails in far-flung places... just the kind of places they read about every month in *Trail Rider*.

### Saddle time means shopping time.

The average *Trail Rider* reader worked hard to earn their reward, and now they're finding it in the saddle. So although they may not buy a new show saddle every year because the fad has changed, they're willing and able to buy new saddles and expensive pads to increase comfort for themselves and their horses' backs, beautiful saddle packs to store gear in, and protective boots to save their partners' feet and legs. This is a love-their-horses group, and they can afford to show it.

### Home care is frequent care.

*Trail Rider* horses are kept at home, so their owners are hands-on every day, twice a day. They determine the feed they buy, the supplements they give, and can see when flying pests begin their annual torment. *Trail Rider* readers are highly involved and concerned about their horses' care, so you can count on them to consume more of those products that increase the comfort of their four-legged friends... as well as clothing or gear that increases their own comfort during long hours in the saddle.

### There's only one best place to reach them.

Although *Trail Rider* readers do read other horse magazines, there's little crossover with any one publication, because our readers come from many different horse interests. The one thing they all have in common is a deep bond with their horses, and the desire to hit new and different trails as often as possible. As the only magazine dedicated to the pleasure rider, *Trail Rider* is, quite simply, the sole source that feeds their passion.

### Are you ready to hit the *Trail*?

Pleasure riding is hitting an all-time high of sophistication and adventure, and *Trail Rider* readers are ready to spend with those who appeal to them. To saddle up with this thriving community, give us a call today to reserve your 2006 space.

## In every issue of *Trail Rider*

If you've ever been camping, you know how quickly a close-knit community can spring up around the campfire. This is what *Trail Rider* delivers in our readers' mailboxes. Every issue contains a dynamic blend of information – about new products, new trails, new ways to take better care of their partners – and community connectivity via readers' trail stories and horseback philosophy. *Trail Rider* readers feel a deep connection to this magazine, because it *is* their magazine. Join us and see for yourself.

**Exclusive Where-to-Ride Guide:** Comprehensive directory of trail rides, riding vacations, horse-camping spots, parks and forests, overnight stabling, and more.

**Special Section:** Our experts cover everything from trail tack and trailers to hoof boots and safety gear in this in-depth report. **Plus:** A handy resource guide to manufacturers and distributors.

**Breed Showcase:** Facts and photos illustrate top trail-riding breeds.

**Trailblazers:** Q&A insights from leaders in the field of trail and recreational riding, such as Linda Tellington-Jones, Equitour's Bayard Fox, and world-renowned artist Veryl Goodnight.

**On-Trail Training:** Training tools for the safe-and-sane trail horse.

**Safe & Sound:** Trail riding is an extreme sport requiring superior health-care and soundness management. Our trail-savvy veterinarians and other authorities provide in-depth information designed to keep the reader in the saddle all year 'round.

**Postcard From...:** Our Idaho-based correspondents, Kent and Charlene Krone, eloquently share their lively journeys throughout the West, along with postcard-perfect photography.

**Ride Roundup:** This reader-to-reader collection of on-trail stories provides honest information on trails, trail rides, horse-camping sites, guest-ranch accommodations, and much more.

**Hot on the Trail:** A roundup of upcoming trail rides, hot destinations, topical news items, educational opportunities, and book/video reviews.

**Saddlebag Savvy:** Hands-on tips for the trail rider, with step-by-step photos.

**Tales from the Trail:** Adventures of our coast-to-coast rambblers, Garth and Kathy Rumsmoke, plus travel tips for the on-the-go trail rider.

**Life's Lessons on the Trail:** Much-loved columnist and horseback philosopher Ben Theyre imparts his unique brand of wit and wisdom.

**Cactus Country:** Arizona contributor Jule Drown writes about her challenges balancing her work life with her trail-riding life aboard Paso Finos under the Southwest sun.

**Ask the Trainer:** Clinician J.F. Sheppard answers readers' questions.

**What's Up, Doc?** Barney Fleming, DVM, an endurance-ride vet, answers readers' questions.

**Trail Gear:** The latest on-trail and horse-hauling gear.

**New Products:** Helpful items for the horse and stable.

**Horse Expos:** A calendar of upcoming equine expos from coast to coast.

**Last Laugh:** Humorist Bob Goddard, a hapless horse husband, pens entertaining essays to be enjoyed by the whole family.

**NEW FOR 2006...** *Trail Rider's* first annual will be issued April 2006 in wide release to major booksellers and tack stores nationwide. This 160-page annual guide will cover the planning process, the best rides coast-to-coast, and directories of critical contacts and information for easy and safe travel with horses. Trail riders will be looking at this guide all year 'round for advice and destinations... call us today to reserve your space in this not-to-be-missed annual.





## *Trail Rider* subscribers own horses...

Owners 94%

## ...more than one, usually.

2 horses 21%  
3-4 horses 33%  
5+ horses 35%

## A high percentage of fancy horses...

Horse(s) registered, some or all 84%

## ...often smooth-gaited or colorful ones.

Quarter Horse 50%  
Tennessee Walker 26%  
Paint 25%  
Arabian 17%  
Appaloosa 16%  
Donkey/Mule 11%  
Pony 7%  
Thoroughbred 6%  
Draft Horse 5%  
Morgan 5%  
Miniature Horse 4%  
Mustang or "wild horse" 4%  
Warmblood 3%  
Other or Grade 45%

## Though the name on the subscription is more often female...

Female 71%  
Male 29%

## ...hitting the trail is most frequently a couples' passion...

2 household members involved 45%  
3 household members involved 11%  
4+ household members involved 9%

## ...some retired, some still working...

Retired 19%  
Professional (lawyer, doctor) 15%  
Managerial 13%  
Self Employed 13%  
Homemaker or Student 11%  
Skilled Laborer 5%  
Laborer or Clerk 5%  
Horse Professional 3%  
Other 14%

## ...but all of an age to want the best...

30-39 8%  
40-49 26%  
50-59 40%  
60+ 20%

## ...which they can afford.

HH net worth \$500,000 and over 24%  
HH net worth \$100,000-\$499,999 47%  
HH net worth under \$100,000 13%

## Many ride both seats...

Western 94%  
English 28%

## ...and most are able to do so well...

Advanced-level rider 49%  
Intermediate-level rider 47%  
Beginner-level rider 2%

## ...because they've been doing it awhile.

More than 15 years riding 71%  
11-15 years riding 9%  
4-10 years riding 15%  
Less than 3 years riding 5%

## They live in the country...

Rural 77%  
Suburban 14%

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

100 acres or more 15%  
20-99 acres 30%  
5-19 acres 33%  
Under 5 acres 21%

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

Horses at home 83%

## ...and have barns to put them in.

Own one or more barns 80%

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

Regular grooming 98%  
Regular vet consultation 97%  
Use fly control products 94%  
Feed supplements 52%

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

Yes/maybe improve barn w/in year 59%  
Yes/maybe buy barn within year 23%  
Yes/maybe buy fencing within year 47%  
Yes/maybe buy trailer within year 28%

## Naturally, they own rigs to travel...

Trailer at least monthly 80%

## ...and they do it in big style.

Living quarters in trailer 43%

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

1 other person reads it 48%  
2 other people read it 29%  
3 other people read it 9%  
4+ other people read it 3%

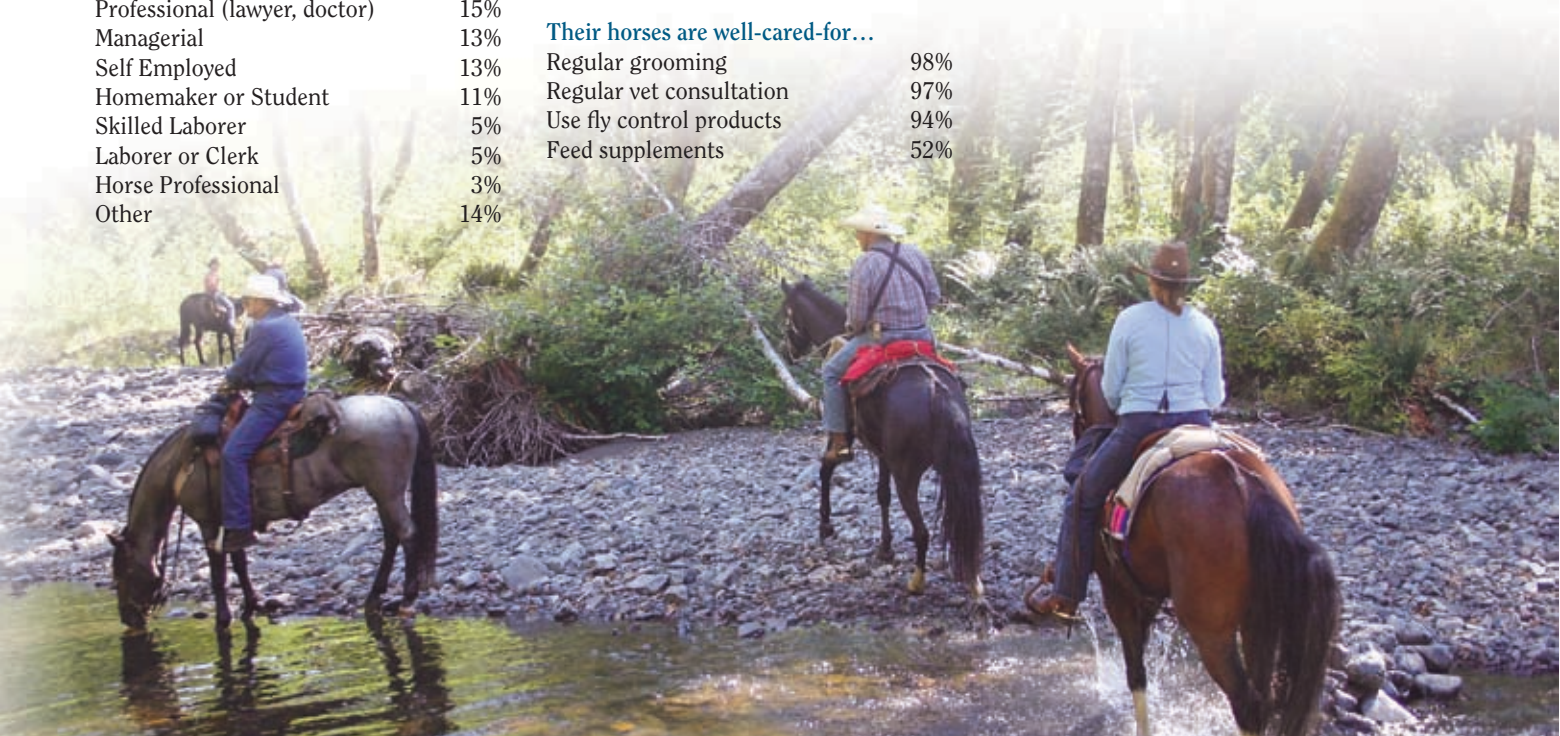
## ...though friends may have to wait a bit for it...

3 or more hours spent reading it 30%  
1 to 2 hours spent reading it 57%  
Less than an hour spent reading it 12%

## ...because for their passion, the compass is *Trail Rider*.

*Trail Rider* subscribers 100%  
*Western Horseman* subscribers 34%  
*Equus* subscribers 32%  
*Horse & Rider* subscribers 31%  
*Horse Illustrated* subscribers 25%  
*Perfect Horse* subscribers 23%  
*The Horse* subscribers 8%  
*Practical Horseman* subscribers 6%  
*Trail Blazer* subscribers 5%  
Other horse magazine subscribers 24%

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



## Display Rates

4/color	1-2x	3-5x*	6x*	7x*	12x*
Full Page	1,595	1,540	1,475	1,435	1,355
2/3 Page	1,380	1,335	1,280	1,245	1,175
Island 1/2 Page†	1,290	1,245	1,195	1,160	1,095
1/2 Page	1,175	1,135	1,085	1,060	1,000
1/3 Page	950	920	880	855	810
1/4 Page	795	765	735	715	675
1/6 Page	680	655	630	610	575

† Guaranteed as only ad on page

Cover II	1,920	1,855	1,775	1,730	1,635
Cover III	1,920	1,855	1,775	1,730	1,635
Cover IV	2,165	2,090	2,000	1,945	1,840

### Black & White

Full Page	1,350	1,305	1,250	1,215	1,150
2/3 Page	995	960	920	895	845
Island 1/2 Page†	965	930	890	865	820
1/2 Page	880	850	815	790	745
1/3 Page	655	630	605	590	555
1/4 Page	450	435	415	405	380
1/6 Page	375	365	350	340	320
1/8 Page	250	240	230	225	210

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

	120	115	110	108	105
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### Where to Ride Guide (\*\*non-commissionable)

4-inch	110	105	100	98	85
3-inch	90	90	85	80	75
2-inch	60	60	58	55	50
1-inch	36	35	34	33	31

## 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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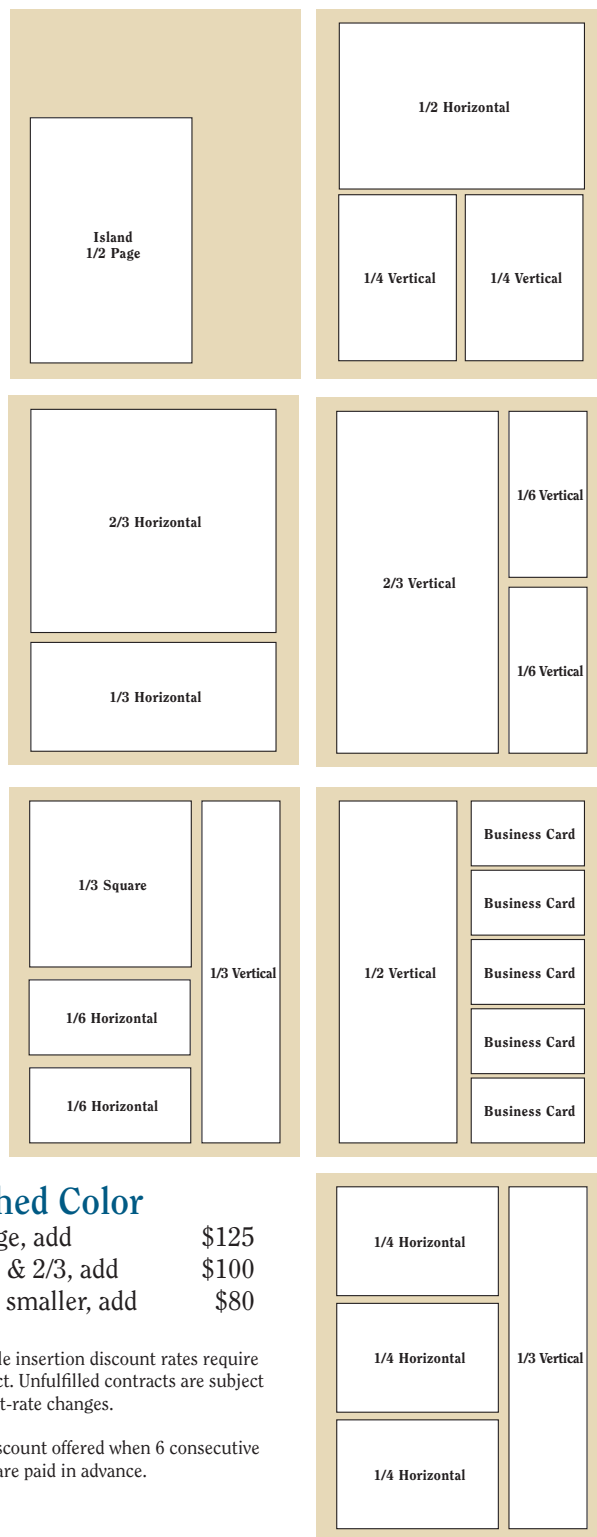
## Combined Frequency Discounts

Advertisers may combine insertions within a contract year with *Perfect Horse* 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	\$125
1/3, 1/2 & 2/3, add	\$100
1/4 and smaller, add	\$80

\* 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

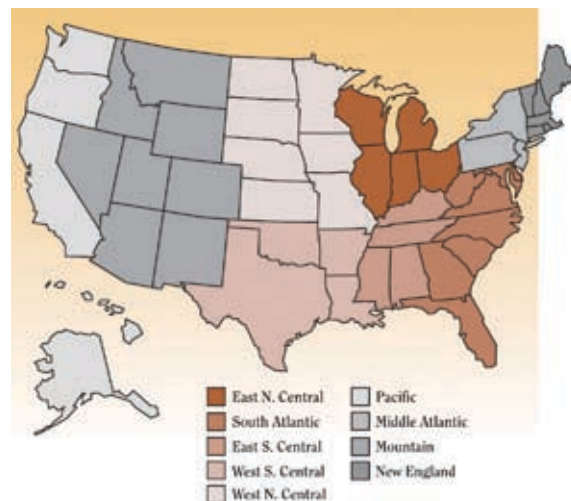
Paid Subscriptions	31,022	79%
Paid Single Copy Sales (newsstands)	5,010	13%
Requested Subscriptions	2,013	5%
Other Distribution		
Show copies	500	1%
Office copies	500	1%
Advertiser comp list	452	1%
	<b>39,497</b>	

## Prices

Annual Subscription Rate	\$19.97
Single-Copy Newsstand Price	\$3.50
Established	1986
Frequency	7x/year

## Geographical Distribution

New England	3%	East S. Central	11%
Middle Atlantic	7%	West S. Central	11%
East N. Central	19%	Mountain	9%
West N. Central	12%	Pacific	11%
South Atlantic	15%	Foreign	2%



State	Subscriptions	Single Copy Sales	Total Circ.	% of Circ.
Maine	155	21	176	
New Hampshire	155	21	176	
Vermont	124	17	121	
Massachusetts	279	39	318	
Rhode Island	31	4	35	
Connecticut	186	26	212	
<b>New England</b>	<b>930</b>	<b>128</b>	<b>1,058</b>	<b>3%</b>
New York	806	111	917	
New Jersey	279	39	318	
Pennsylvania	1,805	150	1,235	
<b>Middle Atlantic</b>	<b>2,170</b>	<b>300</b>	<b>2,470</b>	<b>7%</b>
Ohio	1,333	184	1,517	
Indiana	1,240	171	1,411	
Illinois	1,457	201	1,658	
Michigan	1,054	146	1,200	
Wisconsin	899	124	1,023	
<b>East N. Central</b>	<b>5,983</b>	<b>826</b>	<b>6,809</b>	<b>19%</b>
Minnesota	775	107	882	
Iowa	713	98	811	
Missouri	1,519	210	1,729	
North Dakota	93	13	106	
South Dakota	124	17	141	
Nebraska	186	26	212	
Kansas	496	68	564	
<b>West N. Central</b>	<b>3,906</b>	<b>539</b>	<b>4,445</b>	<b>12%</b>
Delaware	31	4	35	
Maryland	372	51	423	
District of Columbia	7	1	8	
Virginia	868	120	988	
West Virginia	279	39	318	
North Carolina	961	133	1094	
South Carolina	372	51	423	
Georgia	806	111	917	
Florida	1,023	141	1,164	
<b>South Atlantic</b>	<b>4,719</b>	<b>651</b>	<b>5,370</b>	<b>15%</b>

State	Subscriptions	Single Copy Sales	Total Circ.	% of Circ.
Kentucky	930	128	1,058	
Tennessee	1,333	184	1,517	
Alabama	682	94	776	
Mississippi	465	64	529	
<b>East N. Central</b>	<b>3,410</b>	<b>470</b>	<b>3,880</b>	<b>11%</b>
Arkansas	496	68	564	
Louisiana	527	73	600	
Oklahoma	620	86	706	
Texas	1,829	253	2,082	
<b>West S. Central</b>	<b>3,472</b>	<b>480</b>	<b>3,952</b>	<b>11%</b>
Montana	279	39	318	
Idaho	279	39	318	
Wyoming	186	26	212	
Colorado	744	103	847	
New Mexico	248	34	282	
Arizona	620	86	706	
Utah	186	26	212	
Nevada	217	30	247	
<b>Mountain</b>	<b>2,759</b>	<b>383</b>	<b>3,142</b>	<b>9%</b>
Alaska	62	9	71	
Washington	744	103	847	
Oregon	527	73	600	
California	2,201	324	2,525	
Hawaii	31	4	35	
<b>Pacific</b>	<b>3,565</b>	<b>513</b>	<b>4,078</b>	<b>11%</b>
<b>United States</b>	<b>30,914</b>	<b>4,290</b>	<b>35,204</b>	<b>98%</b>
US Possessions	9	0	9	
Canada	62	550	612	
Mexico	0	0	0	
International	31	170	201	
APO Military overseas	6	0	6	
<b>Foreign</b>	<b>108</b>	<b>720</b>	<b>828</b>	<b>2%</b>
<b>Total Paid Circulation</b>	<b>31,022</b>	<b>5,010</b>	<b>36,032</b>	<b>100%</b>
	86%	14%		



## 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:  
Trail Rider 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	3.25" 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	Space Due	Materials Due
<b>JANUARY/FEBRUARY</b>			
	Galloping Getaways, Snow Safety, Appaloosas/POAs	11/10/05	11/14/05
<b>MARCH/APRIL</b>			
	Orienteering, Toxic Plants on the Trail, Peruvian Paso	1/10/06	1/12/06
<b>NEW! "SPRING" SPECIAL ISSUE</b>			
	Where to Ride Issue! Galloping Getaways, Globe Trotter, Horse Camping 101, Safe Hauling, Six Best Trail Rides, Discover America, North and South of the Border, Directories	2/10/06	2/14/06
<b>MAY/JUNE</b>			
	Trail Bridle/Bit Fit, The Barefoot Option, Mules	3/10/06	3/14/06
<b>JULY/AUGUST</b>			
	Saddlebags, Fighting Pests on the Trail, Morgans, Trail Driving	5/10/06	5/12/06
<b>SEPTEMBER/OCTOBER</b>			
	All Things Aussie, Wildlife Encounters, Gaited Breeds	7/10/06	7/12/06
<b>NOVEMBER/DECEMBER</b>			
	Your Hauling Rig (Truck/Trailer Combos), Annual Gift Guide, Lost Horse!, Rare Breeds (Kiger, Mangalara Marchador, Choctaw, etc)	9/11/06	9/13/06



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