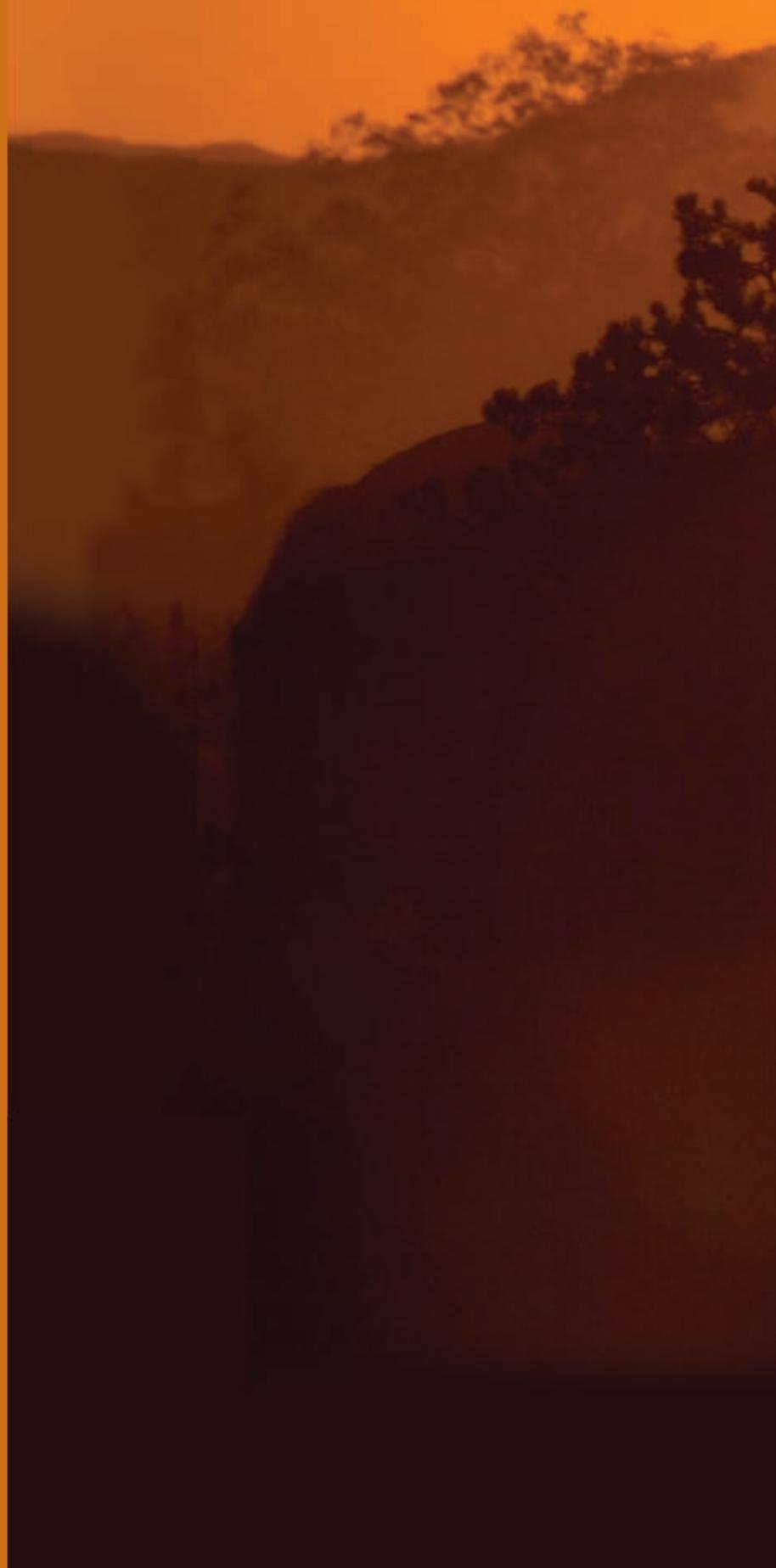




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Publishing to feed passions.



STAND OUT

# When you stand for something, you also get to stand out.

The world of equine publishing isn't for sissies. With over 300 publications in the US alone, it's a hard competition for every advertising dollar. Which is why we developed our own DNA, if you will, to compete most favorably with the biggest and most established publications in the game. In short, we decided that if we stood for something of importance to someone, we'd also get to stand out in the crowd.

Rather than trying to be 'something for everyone', we strive – and succeed – to be 'everything to someone'. We don't publish generalist magazines. Nor health periodicals. Not a single breed digest. Instead, we publish a select group of targeted publications, serving markets that tend to spend a lot of money on horse products. We identify core groups of these 'someones' who are underserved in the marketplace, then deliver exactly what they want. Previously forced to cobble together the information they're looking for from multiple horse magazines, now these enthusiasts can rely on a single source for everything. Every month, they eagerly await our magazines, because our editorial talks straight to their life, and the passion that lies closest to their heart.

To be sure, every one of our magazines won't be the perfect fit for every product out there. We are not a shotgun blast... we offer a high-powered rifle approach, and we do it at a very reasonable CPM. This outlook on business is why our highly experienced ad sales team will take the time to discuss your goals, and help you determine which – if any – of our magazines are an appropriate fit for your products. It's also why we invest heavily in reader research, so we can tell you with great certainty who you'll be reaching when you advertise with us.

It's a formula that's working like gangbusters for us, because it's working even better for both our advertisers and subscribers. Our combined circulation is already at levels commensurate with those big generalist magazines, and we're seeing our subscription levels jump as they fall everywhere else. We made a stand for subscribers' passions, and now, we stand out in the crowd.

Advertise with our group and to see what feeding passions can do for your sales.



# John Lyons' **PERFECT HORSE**

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

The definitive foundation-training magazine. Originally founded as John Lyons' subscription-based newsletter, today this four-color glossy magazine continues to focus on training, behavior and horse care, and features not just John, but advice from other world-class trainers of complementary training philosophies. Subscribers love this variety through consistency, and have responded by increasing in number by 6% last year alone, and did so at an astoundingly high average subscription rate of \$25.

TEAM ROPING'S INDEPENDENT VOICE SINCE 1997

# SPIN TO WIN

Where rodeo is a family tradition.

The definitive how-to team roping magazine. It's no surprise that many team ropers also receive *Western Horseman* and *Super Looper*. But we can say beyond a shadow of a doubt that *Spin to Win* is the only one that acts like their buddy, helping them get ready to win at their neighborhood jackpot. Readership stats bear this out... subscribers' entire families are involved with horses, *Spin to Win* is well-shared among family members, and they spend a lot of time with each issue.



# THE TRAIL RIDER

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

The definitive how- and where-to-trail-ride magazine. Today's passionate trail rider is accomplished, independent, and has the time and money to hit the road with spouse and horses in tow. They like nothing better than to get away from it all with their best friends (both two- and four-legged), and they turn to the one and only magazine that unites this community with fellowship and been-there advice: *Trail Rider*.

