

HORSE TALK

An Informative Magazine for Horse Lovers in Virginia & Southern Maryland Since 1992

May 2012

Dear Equine Business Partner,

Thanks for taking a minute to look over our advertising information. With the economy starting to rebound, we know that the business owners who have survived the recession are stronger and smarter than ever. That is why we want to make sure your advertising dollars are working for you. The combination of our print magazine, social media and our online digital E-magazine, gives our advertisers the most bang for their buck. Our upcoming July/August issue will have extra distribution at many of the premier horse shows and events in our area including the Rose Mount Summer Show, HITS Culpeper shows, various events at the Virginia Horse Center in Lexington, as well as Dressage Events at Morven Park and more!

This is our 2012 Horse Health and Product Review Issue! Please see the enclosed editorial and production schedule for the rated shows and events that we distribute magazines to each year. This extra distribution is in addition to our regular distribution to over 52,000 readers.

We believe you will be pleased with the exposure Horse Talk Magazine can offer your business. Horse Talk is a bi-monthly, all breed, all discipline free regional publication with more than **52,000 readers** each issue. After 20 years of being the premier equestrian magazine in Virginia, we are proud that we have the largest distribution base in Virginia of any regional equine publication. We distribute to over 565 tack stores, feed stores and horse related businesses and events in Virginia and the bordering counties of Maryland. We continue to add new distributors every two months and our readership grows with each issue. Therefore, we are able to offer Horse Talk to more and more horse enthusiasts. The enclosed "Virginia is for Lovers" information sheet gives more information about our distribution and demographics.

Horse Talk is packed with full color advertising and informative editorial. It is printed on glossy, high quality stock to insure the best reproduction for our advertisers. Our mission is to strive for the highest level of excellence in both design and editorial content. Our writers and designers are among the best available in the region.

In addition to our printed publication, we have an informative and popular web site. Included on the site is a very user-friendly **Digital E-magazine** where visitors from all over the world can view the pages of Horse Talk for free. This E-Magazine is searchable through search engines like Google and Bing. It is an efficient way to substantially increase our readership, and generate more business for our advertisers. We also include all of our ads on our web site for free. The site is updated frequently and is easy to navigate, so we have many repeat users. Please check it out at www.horsetalkmagazine.com.

We would love to include your ad in our upcoming issue. Please see the order form enclosed and let us know if you would like to take advantage of frequency discounts that are available.

Important Points to consider:

- Additional distribution at many rated shows and events in Virginia including the Rose Mount Summer Show, HITS Culpeper shows, various events at the Virginia Horse Center in Lexington, as well as Dressage Events at Morven Park and more!
- **FREE WEB ADS AND AD DESIGN** available to our advertisers.
- **Free subscriptions** available to everyone to view our Digital Online E-Magazine.

Thank you for taking the time to look over the information enclosed, please call us if you have any questions. We can design an ad for you at no extra charge if you need us to. The deadline for our July/August issue is **June 11th**. I look forward to talking to you soon and hope that you will consider including Horse Talk in your advertising budget.

Sincerely,

Lois Baird,
Publisher

A Publication of Imagemakers Design Studio

P.O. Box 1037, Locust Grove, VA 22508 • Phone 540-548-4613 • Fax 540-301-2009 • Email: ads@horsetalkmagazine.com

VIRGINIA IS FOR HORSE TALK LOVERS!

The staff at Horse Talk know that Virginia and Maryland equestrians want accurate information on important industry news, information on where to purchase products and services, and what shows to attend. But most importantly, they want that information in a well written, easily accessible publication.

2006 ECONOMIC IMPACT SURVEY

According to a 2006 Economic Survey of Virginia, released by the VA Agricultural Statistics Service, there are approximately 215,000 horses in Virginia, up 26% since a 2001 Survey.

- Virginia horse owners spend \$505 million in annual expenses and support approximately 20,000 jobs statewide.
- Virginia equine operations spent \$783 million during 2006 caring for equine, compared to \$505 million during 2001.
- The average Virginia horse owner spends \$2,969 per horse yearly.

WWW.HORSETALKMAGAZINE.COM

Our web site is another tool to help our advertisers gain exposure for their product or service. We currently average more than 280,000 hits per month. We have included a Digital Edition on our website so visitors can click through the pages online. It includes an advertisers index and live links for visitors to click and get to your site. . . We have found that because of the popularity of our classified ads, many web users will check back weekly. Our site is updated on a regular basis.

DEMOGRAPHICS:

Horse Talk is distributed to over 550 stables, events and businesses in Virginia and the bordering counties of Maryland. Each location receives at least 40 magazine, some as many as 250. Some of the Expos and rated shows, like the Washington International Horse Show, receive as many as 1,000 copies.

WHO OUR READERS ARE:

Well educated, informed equestrians who want the best possible products and services for their equine partner.

- 68% are female,
- Most are between ages 18 to 45
- Gross household income range from \$120,000 - \$450,000 per year.
- 43% own their own farm
- 56% have 3 or more horses
- 30% of the horses owned were for pleasure riding
- 38% compete in at least one event per year.
- 25% owned horses for breeding purposes with a few who used their horses for other purposes.

WHY THEY READ HORSE TALK:

Horse Talk Magazine is a superior regional equine publication dedicated to providing news and information to horse lovers in Virginia and the bordering counties of Maryland - no matter what their riding discipline. Our readers trust us to provide them with accurate, useful information in each issue, including:

- **REGULAR FEATURES** - Highlighting local events and equine professionals and amateurs making a difference in our area
- **WHAT'S NEWS** - Informative, interesting news clips on association news and area happenings
- **PRODUCT REVIEW** - Helpful information on new products for equestrians
- **SERVICE DIRECTORY** - A great source for services including Farriers, Blanket Cleaning, Trainers, etc.
- **CALENDAR** - The most complete and accurate list of local show dates & equine events available
- **BOARDING AND SHOW DIRECTORY** - A feature on our website, this list is an extensive listing of stables & show series for our entire coverage area.



IMPORTANT FACTS TO CONSIDER WHEN DECIDING ON YOUR ADVERTISING STRATEGY:

- * Horse Talk is a free, full color, bi-monthly magazine started in 1992
- * Our circulation is more than 52,000 and growing with each issue
- * We have more than 550 distribution points in Virginia and Bordering Counties of Maryland
- * An additional 2,800+ copies of Horse Talk are sent to distribution points and subscribers outside of our main distribution areas and into other states including West Virginia, Pennsylvania, North Carolina, and Florida
- * Our distribution points are audited every two months by our distributors so that each and every location gets the exact amount of copies they need.

For Advertising Information, please call 540-548-4613 or Email: Lois@horsetalkmagazine.com

2012 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/ MC/ Discover

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:

	B/W	Full Color	With Web Ad
Full Page	___\$515	___\$615	FREE
2/3 Page	___\$380	___\$460	FREE
1/2 Page	___\$280	___\$325	FREE
1/3 Page	___\$200	___\$235	FREE
1/4 Page	___\$160	___\$190	FREE
1/6 Page	___\$110	___\$140	FREE
Bus Card	___\$75	___\$95	FREE

Service Directory ___ \$90 3 issues (6 months)
 ___ \$180 6 issues (1 year)

Website Banner ad ---\$100 PER MONTH

Prime Positions - Call for rates and availability

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

___ 2 Issues -Stallion advertisers take 5% off

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

___ 6 issues (1 year contract rate)

___ 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'12 ___ Mar/Apr ___ May/June ___ July/Aug

___ Sept/Oct ___ Nov/Dec ___ Jan/Feb'13 ___ 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.

Full page 7 (w) x 9 1/2 live image area Trim Size 8.125 w x 10.875 h Bleed Size 8.625 x 11.375	2/3 page (V) 4 5/8 (w) x 9 1/2	1/2 page vertical 3 3/8 x 9 1/2 1/4 page 3 3/8 (w) x 4 1/2
1/3 page (H) 7 (w) x 3 1/8	1/3 page sq. 4 1/2 x 4 1/2 1/6 page 2 1/4 x 4 1/2	1/6 page 3 3/8(w) x 3 1/8 Bus Card/ 1/8 pg 3 3/8 (w) x 2 1/8
2/3 page (H) 7 (w) x 6 1/8	1/2 page horizontal 7 (w) x 4 1/2	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

Deadline for advertising SPACE is the 10th of the month preceding the issue date (e.g. Oct. 10 for the Nov./Dec. issue). Ads received after the deadline will be inserted in the following issue.

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

HORSE TALK

An Informative Magazine for Horse Lovers in Virginia & Southern Maryland Since 1992

Editorial and Distribution Schedule January/February 2012 - November/December 2012

January/February 2012

20th ANNIVERSARY ISSUE!

Featured editorial on the Virginia Horse Industry and how it has changed in the last 20 years.

Also, Equestrian Camps Special Section

Thousands of additional copies are distributed at the Horse World Expo in Timonium, MD

Ad Space Deadline: December 9th, Camera Ready Copy Due Dec. 14

March/April 2012

Spring Kick-Off / Barn Building and Farm Improvements

Ad Space Deadline: February 10, Camera Ready Copy Due Feb. 14

May/June 2012

2012 Horse Show and Event Calendar Issue and College Bound Issue

Additional copies are distributed at the Upperville Colt and Horse Show

as well as the Warrenton Pony Show, Deep Run and Roanoke Valley Horse Show.

Ad Space Deadline: April 10, Camera Ready Copy Due April 16th.

July/August 2012

Annual Product Review and the latest in Horse Health

Extra copies will be distributed at Rose Mount Summer Show, HITS Culpeper shows, various events at the Virginia Horse Center in Lexington, as well as Dressage Events at Morven Park and more!

Ad Space Deadline: June 11, Camera Ready Copy Due June 15th

September/October 2012

Fall Events Review

This is the issue we distribute to many Fall events including the Middleburg Classic,

The Capital Challenge, and thousands of extra copies go to

The Washington International Horse Show both local day and the Verizon Center

Ad Space Deadline: August 10, Camera Ready Copy August 14th

November/December 2012

Yearbook Issue and Holiday Issue

Additional copies are distributed at the

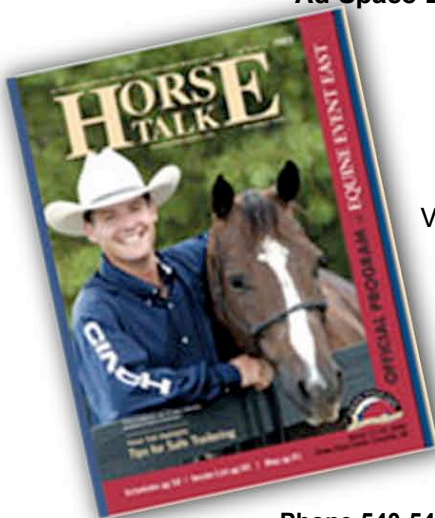
Virginia Equine Extravaganza

SWVAHJ Finals and

VHSA Associate Championship in Lexington, VA

Ad Space Deadline: October 10,

Camera Ready Copy Due October 15th



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