ARABIAN HORSE life magazine

The Official Magazine of the Arabian Horse Association

Johanna Ulstrom Photoa

2019 MEDIA KIT

STATISTICS AND DEMOGRAPHICS

It's a fact. *Arabian Horse Life* is your most cost effective way to reach the largest number of active Arabian horse owners, breeders, exhibitors and professionals.

Do the math and you will see that with 18,500 members of AHA, *Arabian Horse Life* is the best Arabian print advertising investment by far!

10,600+ followers	*17,000+ followers*	*101,000+ followers*	*1,600+ followers*	*1,700+ followers*

ON AVERAGE - Our Social Media platforms show **12-15%** growth each month.

THE MAGAZINE

- Eleven issues per year, a mix of print and digital to fit your needs
- Print issues available to our entire membership
- Digital issues available to anyone
- The largest print circulation in the Arabian horse industry
- 86% of our readers keep each issue
- 82% have someone else in their household that reads the magazine

OUR MEMBERS

- 87% female, 12% male
- 91% are over the age of 35
- 9% under the age of 34
- 71% are married
- 46% College Graduate
- 30% Post Graduates
- 41% Professional/Manager
- 28% Business Owners
- 85% Household Income $50,000+
- 30% Household Income $150,000+
- 87% Own their own home

OUR MEMBERS' HORSES

- 35% Own more than five horses
- 37% Own another breed of horse as well
- 65% Keep their horses at home
- 46% Have their horses boarded at training barns
- 100% Enjoy recreational activities with their horses
- 61% Enjoy competitive shows or Trail rides

Lysa Roman Photo

Arabian Horse Life magazine is a nationally recognized breed publication by both American Horse Publications and U.S. Equestrian.

AD SPECS

Full-Page

Bleed Size…8.875″ x 11.375″
Trim Size…8.375″ x 10.875″
Live Area…8.000″ x 10.500″

2-Page Spread

Bleed Size…17.25″ x 11.375″
Trim Size…16.750″ x 10.875″
Live Area…16.000″ x 10.125″

Half-Page

Horizontal…7.125″ x 4.625″
Vertical…4.625″ x 7.125″

Quarter Page

Trim Size…3.44″ x 4.625″

Marketplace & Stallion Directory

1/6 Vertical…2.25″ x 4.625″

File Size = Trim size @ 375dpi • Live Area & Bleed Size = Trim Size

- **GUARANTEED POSITIONS** Available for just a 10% premium
- **MULTIPLE PAGE DISCOUNTS** Offered for 2+ pages
- **BOOST YOUR ADVERTISING RETURN** by adding eblasts, banner ads, enewsletter ads, posters, tri-folds and more

The **ONLY** publication that concentrates on reaching
THE ENTIRE MEMBERSHIP of the Arabian Horse Association.

**Ads received by AHA that are not to specification will either be returned to the outside designer, or repaired by the magazine staff, at AHA's discretion. AHA will not be held financially responsible for any ad files that are not to specification. All client concerns for ads out of spec will be directed to the outside designer.*

YOUR ASSOCIATION. YOUR JOURNEY. **YOUR *ARABIAN HORSE LIFE.***

Ad fees vary, contact a sales representative for prices, $50 design fee for new designs.

2019 CALENDAR

**All dates are tentative and subject to change*

ISSUE 1

THE STALLION SHOWCASE AND SCOTTSDALE ISSUE

December 28 - New Build Ads Due
January 14 - Camera Ready Ads Due
January 21 - To Press

ISSUE 2

THE BREEDING AND FOALING ISSUE

March 18 - New Build Ads Due
March 26 - Camera Ready Ads Due
April 29 - To Press

ISSUE 3

THE ANNUAL YOUTH ISSUE

May 13 - New Build Ads Due
May 20 - Camera Ready Ads Due
May 29 - To Press

To be distributed at 2019 Youth Nationals and 2019 Canadian Nationals

ISSUE 4

THE HORSE HEALTH AND MANAGEMENT ISSUE

July 15 - New Build Ads Due
July 22 - Camera Ready Ads Due
July 30 - To Press

To be distributed at 2019 Sport Horse Nationals

ISSUE 5

THE MATURE RIDER ISSUE

September 3 - New Build Ads Due
September 9 - Camera Ready Ads Due
September 17 - To Press

To be distributed at 2019 U.S. Nationals

ISSUE 6

THE YEAR IN REVIEW

November 4 - New Build Ads Due
November 11 - Camera Ready Ads Due
November 22 - To Press

NATIONAL SHOWS

Youth National Championships
June 10 - New Build Ads Due
June 17 - Camera-Ready Ads Due

Canadian National Championships
July 3 - New Build Ads Due
July 5 - Camera-Ready Ads Due

Sport Horse National Championships
July 17 - New Build Ads Due
July 24 - Camera-Ready Ads Due

U.S. National Championships
September 6 - New Build Ads Due
September 13 - Camera-Ready Ads Due

Distance Nationals
September 16 - New Build Ads Due
September 30 - Camera Ready Ads Due

Don't delay, book today!

Booking your advertising in advance checks 'marketing' off of your to-do list ***and*** you can take advantage of any yearly promotions and discounts.

Special ad rates for campaigns spanning several issues.

NATIONAL EVENT COVERAGE FOR JUST $100 PER DIGITAL AD!

** $100 Ad Fee for Camera Ready Artwork, $50 design fee for new designs.*

DIGITAL COVERAGE

**All dates are tentative and subject to change*

POST SHOW ISSUES

A GREAT PLACE TO ADVERTISE YOUR CONTENDERS AND MORE!

August 15 - Youth Ads Due
August 29 - Canadian Ads Due
September 26 - Sport Horse Ads Due
November 7 - U.S. Ads Due
November 21 - Distance Ads Due

Distributed throughout the 2019 Show Season

POST YOUTH

CELEBRATE YOUTH NATIONALS

August 15 - All Ads Due
August 20 - Go LIVE

POST CANADA

THE ROYAL RED

August 29 - All Ads Due
September 4 - Go LIVE

POST SPORT HORSE

VERSATILITY AT ITS BEST

September 26 - All Ads Due
Ocober 1 - Go LIVE

POST U.S.

RED, WHITE, BLUE AND ROSES

November 7 - All Ads Due
November 12 - Go LIVE

POST DISTANCE

GOING THE DISTANCE

November 21 - All Ads Due
November 26 - Go LIVE

New for 2019!

Comprehensive National Event coverage featuring member stories, history of the shows, and photos of every Class Champion!

Contact **sales@arabianhorses.org** to book in advance.

COMMERCIAL OPPORTUNITIES

We pride ourselves in providing an effective venue to advertise your products and services. From stall shavings and forage to health and wellness, let our Sales Representatives curate the perfect marketing package that gets you results!

AHL BLOG

- Sponsored blog posts increase website traffic.
- Featuring your images and content, our blog is the perfect way to highlight new products!
- At just $200 per post, our blog is a great value and is also cross-posted on all of our Social Media platforms.

ECONOMICAL

- Your advertising will reach each and every Arabian Horse Association member, the only Arabian horse publication in print that can say that.
- Our Sales Representatives are skilled in cultivating a package that is just right for you and your budget.
- We also offer cross-promotion through our National Events show programs, social media and e-mail marketing — making your dollar go further.

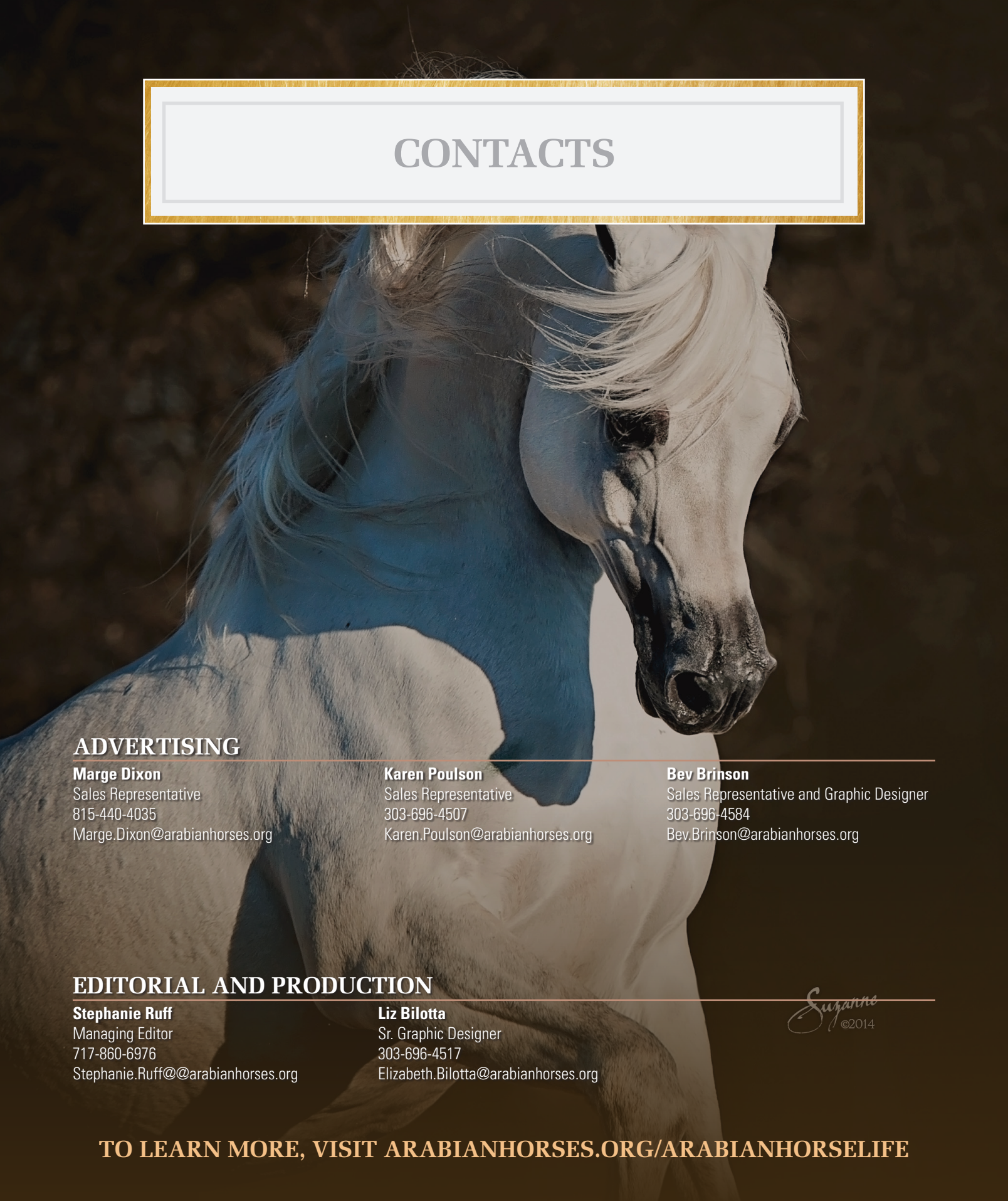
EQUISHOP

- A new feature in 2019 — EquiShop will highlight photos and reviews of the latest and greatest in products and services for today's Equestrian.
- Want to be featured in one of our issues? It's simple! Just mail a sample of your product to the address below and we'll be in touch.

Arabian Horse Life
c/o Liz Bilotta
10805 East Bethany Drive
Aurora, CO 80014

- EquiShop participants also qualify for special advertising rates!

CONTACTS



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