

MODERN arabian horse



KIT
2015

The Largest Circulation
of any Arabian horse Publication

MEDIA



The Arabian Horse Association | www.arabianhorses.org

MODERN arabian horse



Recognized for Excellence

2014, 2012, 2010, 2007
American Horse Publications Winner

2010, 2008, 2007
United States Equestrian Federation
Pegasus Award Winner

2007 United States Equestrian Federation
Overall Excellence in Media Winner



KIT
2015

Join Us in Celebrating
the Versatility of the

Arabian Horse

and those who love the breed!

- Training & horse management tips from the experts
- A special section in each issue just for Youth
- Insight into the Arabian breed's fascinating history
- Profiles of influential horses and AHA members
- The latest on awards & activities that enhance the enjoyment of your Arabian horse

MEDIA



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12k
2015

DEMOGRAPHICS

- 68% are Married
- 87% Women • 13% Men
- 24% are Under 35
- 18% 35-44
- 58% are 45+
- 45% College Graduates
- 14% Post Graduates
- 47% Professional/Manager
- 14% Business Owner
- 21% Household Income \$150,000+
- 20% Household Income \$200,000+



"MAH has great editorial content and is not a magazine that consists only of 'Puff Pieces,' so my one page ads stand out well! Prices are reasonable and the magazine is representing MY breed association! I have had great response and your designer always exceeds my expectations. I get calls on ads as much as a year old and MAH will remain my main focus for advertising in the foreseeable future. Keep up the good work!"

~ Karlan Downing, Advertiser (pictured center above)

Added Value in our Circulation of 12k

IT'S A FACT. Modern Arabian Horse 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 12,000 paid subscribers, Modern Arabian Horse is the **best Arabian print advertising investment by far!**

MEDIA



Contact your Salesperson | Marge Dixon: 815.440.4035 | Kandi Menne: 720.878.3510 | Jane Young: 303.570.5886

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KIT
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Guaranteed Positions
Available for 15% premium

Multiple Page Discounts
Offered for 5+ pages

Boost your advertising return by
adding **Eblasts** to your package

Ask about **Gatefolds, Tip-Ins,
Stallion Cards and Brochures**



Advertising Rates

FULL PAGE:	\$995
2/3 PAGE:	\$745
1/2 PAGE:	\$650
1/3 PAGE:	\$495
1/4 PAGE:	\$345
MARKETPLACE:	\$125

INSIDE FRONT COVER SPREAD:	\$3500
INSIDE BACK COVER SPREAD:	\$3400
BACK COVER:	\$3500

***FULL RIGHTS USAGE OF AD DESIGNED BY MAH:** To obtain a final high resolution image of an ad designed by MAH for personal use, or use in another publication, client will be charged a \$100 usage fee



Contact your Salesperson

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marge.dixon@arabianhorses.org

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jane.young@arabianhorses.org

MEDIA

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KIT 2015



ISSUE ONE
Annual Convention
Breeders Best Friend/Halter Scorecard
Scottsdale Barn Tours
USDF All-Breed Awards

Materials Due Dec. 29
Camera-Ready Ads Due Jan.5

ISSUE FOUR
Discovery Farms
Distance HOTY
Fashion Editorial and Advertisers
Sport Horse Competitor profiles

Materials Due July 30
Camera-Ready Ads Due Aug. 10

ISSUE TWO
Sheila Varian NOW
Seven Habits of Highly Effective Trainers
Shoeing
Breeder profile: Mike Nichols

Materials Due Feb. 26
Camera-Ready Ads Due Mar. 9

ISSUE FIVE
Canadian Nationals Coverage
Youth Nationals Coverage
Ranch Sorting
Blanketing/weatherizing

Materials Due Sept. 3
Camera-Ready Ads Due Sept. 14

ISSUE THREE
Keep Your Horses Healthy at Shows
New AHA website
Youth of the Year
High Point Amateur, Youth, Horse

Materials Due May 28
Camera-Ready Ads Due June 8

ISSUE SIX
U.S., Sport Horse & Distance nationals
Sweepstakes/Futurity Programs
Barn and Fire safety
Bit Selection

Materials Due Nov. 5
Camera-Ready Ads Due Nov. 16

Deadlines & Editorial Calendar

**ASK ABOUT OUR
NATIONAL SHOW PROGRAM
ADVERTISING PACKAGES**

Youth National Championships

Materials Due June 8
Camera-Ready Ads Due June 15

Canadian National Championships

Materials Due June 29
Camera-Ready Ads Due July 6

Sport Horse National Championships

Materials Due August 17
Camera-Ready Ads Due August 24

U.S. National Championships

Materials Due September 7
Camera-Ready Ads Due September 14



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MEDIA

FULL PAGE AD EXAMPLE



FULL PAGE:

File Size: 8.625" x 11.125" @ 375dpi
 Trim Size: 8.375" x 10.875"
 Live Area: 7.625" x 10.125"
 Bleed Size: 8.625" x 11.125"

2-PAGE SPREAD:

File Size: 17.000" x 11.125" @ 375dpi
 Trim size: 16.750" x 10.875"
 Live Area: 16.000" x 10.125"
 Bleed Size: 17.000" x 11.125"

PARTIAL AD:

File Size = Trim size @ 375dpi
 2/3 Vertical: 4.625" x 9.600"
 1/2 Horizontal: 7.125" x 4.625"
 1/2 Vertical: 3.375" x 9.500"
 1/3 Vertical: 2.250" x 9.600"
 1/3 Horizontal: 4.625" x 4.625"
 1/4 Vertical: 3.500" x 4.625"
 Live Area & Bleed Size = Trim Size

DIRECTORY ADS:

AHA will design ALL directory ads.

Images submitted must be at least 3" x 3" @ 300dpi, with 100 words maximum on text.

ACCEPTED FILE TYPES:

CMYK TIFF (LZW Preferred)
 Flattened (No Layers & No Fonts)
 ALL text, inside the live area
 No important text or headlines in gutters
 Do not include crop marks or registration

Ad **Specifications**

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.

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