



FOR IMMEDIATE RELEASE

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Arabian Horse Life – AHA's New Member Magazine Hits Mailboxes in February

(2-FEB-17) – AURORA, COLO. – The Arabian Horse Association (AHA)'s new member magazine, *Arabian Horse Life* (AHL) is due to hit mailboxes the middle of this month. Now going to all AHA members, the publication is designed to emphasize and focus on all aspects of the Arabian breed and the Arabian horse industry.

The name of the magazine was selected by AHA members via survey and designed to reflect what the new magazine is all about – Arabian horses and the people who love them. The inaugural issue of the magazine boasts a cover photo that was submitted by an AHA member, via a photo submission contest that AHA hosted in January.

"Involving our members and making them feel like this is THEIR magazine, was really important to us," says AHA Director of Marketing, Julian McPeak. "Our entire magazine, design and marketing staff have worked together to hopefully bring our members a magazine that they feel proud of; that they feel they are an integral part of. We want them to see pictures of their friends, their horses, their trainers and feel the feelings that Arabian horses give them when they flip through the pages."

Editorial features will focus on the heritage, history and people, places and horses that have long impacted the breed. New columns bring important information about Arabian horse owners to light and feature the products they use, the stories they have to tell and the ownership tips they have to offer.

The column '*Faves*,' highlights products used every day, around the barn, by AHA members and trainers. '*Jibbah Jabber*' brings the latest news and interesting stories from around the industry. '*Praiseworthy*' focuses entirely on highlighting AHA's Achievement Awards, while '*Focus Life*' shows off pictures that members submitted of themselves and their horses. Training tips, a newly design Youth section and so much more can be found within AHL's completely re-designed pages.

The magazine has a brand new look and feel. With a fresh layout, divided sections for easy reading, it highlights all aspects of the industry - all disciplines, all levels of ages and participation, and most of all, the life that AHA members live, loving their Arabian horses.

With an increased circulation of nearly 23,000, AHL offers the perfect opportunity for advertisers to reach all AHA members with their message. Commercial and farm/breeder rates are available. To learn more about the magazine, to contact a sales team member, or for the media kit, specially priced packages and more, visit: www.ArabianHorses.org/ArabianHorseLife.

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AHA is a major equine association serving 84,000 Arabian, Half-Arabian and Anglo-Arabian horse owners across North America. AHA registers and maintains a database of more than one million Arabian, Half-Arabian and Anglo-Arabian horses. AHA produces championship events, recognizes over 400 Arabian horse shows and distance rides and provides activities, education, and programs that promote breeding and ownership.

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