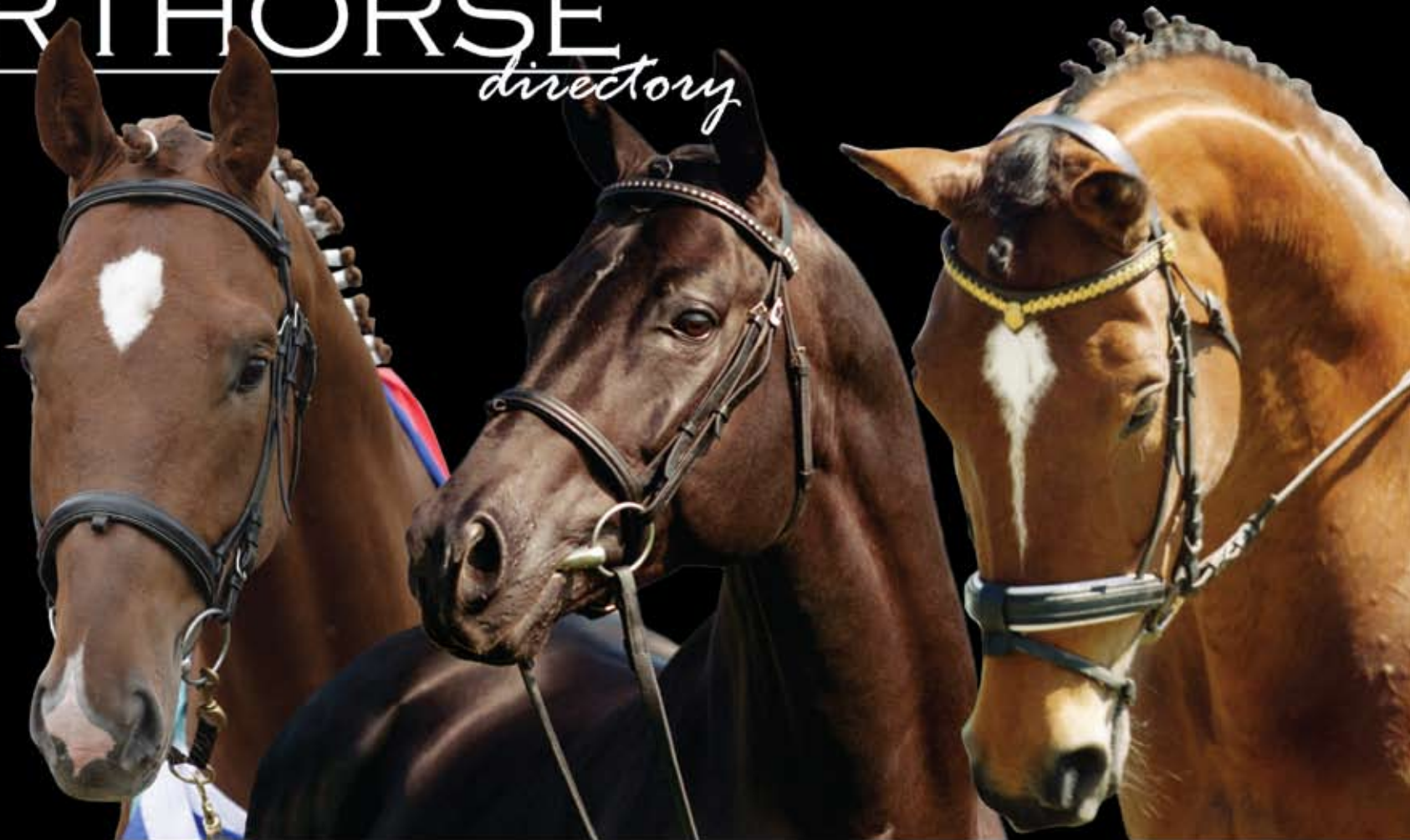




# THE SPORTHORSE

*directory*



2010

*The Ultimate Sporthorse Resource*

Media Guide

**#1 on Google for Sport Horse Stallions**  
**#1 page ranking on Yahoo for Sport Horse Stallions**

as of 08/2009

### **Our Advertisers and Subscribers Agree:**

“Thanks so much for all you do for our North American Sporthorse breeders! The Sporthorse Directory is a wonderful publication for all of us! Thanks Again!” –Dr. Barbara Schmidt, D.V.M. of Bridlewood Farm

“Thank you! I hope to give you more business next year, Nicole! Your directory is looking great! Keep us in the loop for your plans for next year!”

*Susanne Hassler, Hassler Dressage*

“The book looks amazing! It’s everything that I imagined it would be.”

*Christine DeHerrera, Equestrian Sports Promotions  
Leading Advertising Agency for Top Breeding Farms*

“I would love to subscribe to The Sporthorse Directory- [www.thesporthorse.com](http://www.thesporthorse.com) to get all the updates and future mailings. We received a beautiful Sporthorse directory this week and I wouldn’t want to lose the opportunity to receive any more.”

*Tina Beamer, Breeder, WishBroke Welsh, Inc.*

“The ad looks excellent!!!! And a BIG THANKS for your guidance!”

*Jean Oldham, Valeria Sporthorses*



### **How to Make Your Marketing More Effective: Passion + Experience = Expertise**

Now, more than ever, your marketing efforts need to make an impact. Not just once, but time after time, month after month, consistently throughout the year. That’s what you need in today’s economy and today’s business climate. That’s what you get when your farm, your stallion, or your equestrian business appears in *The Sporthorse Directory*.

With *The Sporthorse Directory*, you get a year’s worth of ongoing marketing and promotion, all for less than you’d expect to spend on a single ad in a national magazine.

You get marketing in print and online; bi-monthly email newsletter promotion, ongoing direct mailing throughout the year, strategic tack shop distribution, and targeted distribution at world-class events throughout the United States and Canada. You get it because we “get it”.

We share your passion for sport horses. We share your focus on excellence. We combine those qualities with our expertise in marketing sport horses to produce a *Sporthorse* guide that gives you the best of the best.

Like the European guides, we publish extensive information in an easily readable template. Like the American magazines, we showcase gorgeous advertising. Like only the best will do, *The Sporthorse Directory* goes even farther to add industry insights, statistical breeding data, reference sires, and bloodline information, plus articles written by top breeders, trainers, and judges.



## ***How to Make Your Marketing More Effective: Print + Online = Synergy***

*The Sporthorse Directory continues to grow, and so can your marketing. In 2010, there will be 12,500 copies in print, plus more than 5,000 web site visitors per month, bi-monthly newsletters emailed to more than 3,000 breeders around the world, and the numbers continue to grow. Print and online strategies provide unparalleled synergy for your marketing investment.*

## ***Create Impact***

The Sporthorse Directory creates impact with distribution at world-class events such as the World Equestrian Games, Dressage at Devon, Del Mar Horse Show, Equine Affaire, Spruce Meadows, Royal Canadian Horse Show, plus select breed inspections/keurings and Sporthorse shows throughout North America.

## ***Reach Your Market***

The Sporthorse Directory reaches your market with print copies mailed directly to US and Canadian breeders and online requestors. Remember those Google and Yahoo ratings? Online visitors request The Sporthorse Directory year-round. Plus, you get distribution where your market goes to shop: Tack shops, horse shows, and equine expos.

## ***Make a Beautiful Impression***

Gorgeous full-color printing on high-quality glossy paper provides an exceptional showcase for your stallion, farm, or equestrian business. Professional design combines excitement with elegance, and you get the perfect presentation, in print and online. For your permanent collection, special hardbound copies are available as well



## How to Make Your Marketing More Effective: Rates + Reach = Great Value

Your marketing deserves the best value for your investment, and The Sporthorse Directory offers options to fit every budget. By combining your print and online marketing, you reach a larger audience more frequently and leave a more lasting impression. We call that creating great value.

### Stallion Advertising Packages

#### PLATINUM COVER FEATURE PACKAGE \$2,800 (ONLY 1 OPPORTUNITY AVAILABLE PER. YEAR)

- stallion featured on 2010 cover
- full page individual stallion profile in The Sporthorse Directory
- full page display ad in The Sporthorse Directory
- customized online stallion promotion/ contest
- 12 month online stallion listing on [www.thesporthorse.com](http://www.thesporthorse.com)
- 12 month banner advertisement on [www.thesporthorse.com](http://www.thesporthorse.com)
- 12 month listing on [www.thesporthorse.com](http://www.thesporthorse.com) homepage as feature stallion
- \*up to 6 insertions (i.e. news, press releases, special offers & promotions) in The Sporthorse Directory bi-monthly email newsletter reaching thousands of breeders
- banner advertisement on The Sporthorse Directory email newsletter
- \$375 for each additional full page individual stallion profile and 12 month online stallion listing on [www.thesporthorse.com](http://www.thesporthorse.com)

#### GOLD PACKAGE \$1,540

- full page individual stallion profile in The Sporthorse Directory
- two page spread display ad in The Sporthorse Directory
- 12 month online stallion listing on [www.thesporthorse.com](http://www.thesporthorse.com)
- 12 month banner advertisement on [www.thesporthorse.com](http://www.thesporthorse.com)
- \*up to 6 insertions (i.e. news, press releases, special offers & promotions) in The Sporthorse Directory bi-monthly email newsletter reaching thousands of breeders
- banner advertisement on The Sporthorse Directory email newsletter
- \$375 for each additional full page individual stallion profile with 12 month online stallion listing on [www.thesporthorse.com](http://www.thesporthorse.com)

#### SILVER PACKAGE \$1,060

- full page individual stallion profile in The Sporthorse Directory
- full page display ad in The Sporthorse Directory
- 12 month online stallion listing on [www.thesporthorse.com](http://www.thesporthorse.com)
- 12 month banner advertisement on [www.thesporthorse.com](http://www.thesporthorse.com)
- \*up to 6 insertions (i.e. news, press releases, special offers & promotions) in The Sporthorse Directory bi-monthly email newsletter reaching thousands of breeders
- banner advertisement on The Sporthorse Directory email newsletter
- \$375 for each additional full page individual stallion profile and 12 month online stallion listing on [www.thesporthorse.com](http://www.thesporthorse.com)

#### BRONZE PACKAGE \$425 PER STALLION FOR 1-2 STALLIONS, \$395 PER STALLION FOR 3-5 STALLIONS, \$375 PER STALLION FOR 6 OR MORE STALLIONS

- full page individual stallion profile in The Sporthorse Directory
- 12 month online stallion listing on [www.thesporthorse.com](http://www.thesporthorse.com)
- \*up to 3 insertions (i.e. news, press releases, special offers & promotions) in The Sporthorse Directory bi-monthly email newsletter reaching thousands of breeders



## Display Advertising Packages

### FULL PAGE ADVERTISING PACKAGE \$760

- full page display ad in The Sporthorse Directory
- 12 month banner advertisement on [www.thesporthorse.com](http://www.thesporthorse.com)
- \*up to 6 insertions (i.e. news, press releases, special offers & promotions) in The Sporthorse Directory bi-monthly email newsletter reaching thousands of breeders
- banner advertisement on The Sporthorse Directory email newsletter

### HALF PAGE ADVERTISING PACKAGE \$540

- half page display ad in The Sporthorse Directory
- 6 month banner advertisement on [www.thesporthorse.com](http://www.thesporthorse.com)
- \*up to 3 insertions (i.e. news, press releases, special offers & promotions) in The Sporthorse Directory bi-monthly email newsletter reaching thousands of breeders

### QUARTER PAGE ADVERTISING PACKAGE \$380

- quarter page display ad in The Sporthorse Directory
- One month banner advertisement on [www.thesporthorse.com](http://www.thesporthorse.com)
- \*One insertion (i.e. news, press releases, special offers & promotions) in The Sporthorse Directory bi-monthly email newsletter reaching thousands of breeders



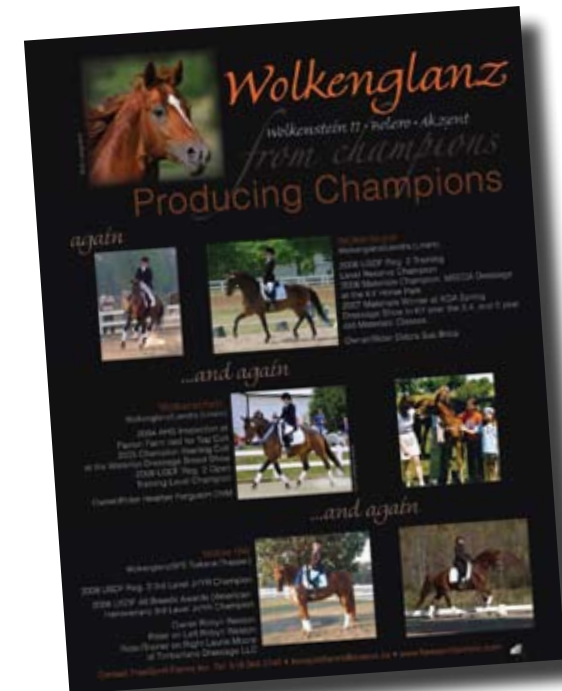
## Premium Ad Rates

### INSIDE FRONT, INSIDE BACK, OR BACK COVER \$900

- full page display ad in The Sporthorse Directory
- 12 month banner advertisement on [www.thesporthorse.com](http://www.thesporthorse.com)
- \*up to 6 insertions (i.e. news, press releases, special offers & promotions) in The Sporthorse Directory bi-monthly email newsletter reaching thousands of breeders
- banner advertisement on The Sporthorse Directory email newsletter

### TWO-PAGE SPREAD \$1,360

- full page display ad in The Sporthorse Directory
- 12 month banner advertisement on [www.thesporthorse.com](http://www.thesporthorse.com)
- \*up to 6 insertions (i.e. news, press releases, special offers & promotions) in The Sporthorse Directory bi-monthly email newsletter reaching thousands of breeders
- banner advertisement on The Sporthorse Directory email newsletter



\*All content must be approved by The Sporthorse Directory prior to inclusion

## **How to Make Your Marketing More Effective: Options + Advertising = Advantages**

With The Sporthorse Directory marketing options, your ads and online listings take advantage of the traditional January publication date for the printed directory, plus the ongoing capability to update, add, or change online listings and ads at any time during the year for our web site, [thesporthorse.com](http://thesporthorse.com).

**Print Deadlines** All ads must be prepaid payment types accepted are check, money order, paypal, visa, master card, discover, American express

### **FULL-PAGE STALLION PROFILES**

Space reservation deadline 10/30/09

Photo and content submission deadline 11/16/09

Profile proofs will be posted online for review by 12/1/2009

Profile approval deadline 12/10/09

**STALLION PROFILES** provide a comprehensive collection of relevant information that breeders want to know in an easy-to-read, standardized format. When we receive your space reservation, we will email detailed instructions for your use in submitting information and photographs online at our web site, [www.thesporthorse.com](http://www.thesporthorse.com). If it is not possible for you to submit the information online, we will make other arrangements.

### **DISPLAY ADVERTISING**

Space reservation deadline 11/02/09

Submission deadline for print ready artwork camera-ready ads 11/16/09

File types accepted: High resolution Adobe PDF, 300 dpi jpg, or 300 dpi tif

**DISPLAY ADVERTISING** provides a showcase for breeding farms, barn builders, arena suppliers, facility designers, farm & vet supplies, tack suppliers, and other leading equestrian businesses to reach an affluent, educated audience. Ads must be camera-ready; please see our specifications for further details.

### **BREEDER DIRECTORY LISTINGS**

Listings submission deadline 11/2/2009

**DIRECTORY LISTINGS** provide breeders with the opportunity to provide their contact information and website address in The Sporthorse Directory and on [www.thesporthorse.com](http://www.thesporthorse.com)

## **Commercial Ads**

### **FILE TYPES ACCEPTED**

High resolution Adobe PDF,  
300 dpi jpg, 300 dpi tif



FULL PAGE  
Bleed 8.875 x 11.375  
Trim 8.375 x 10.875  
.25 Type and image safety from trim.



HALF PAGE  
7.625 wide x 4.7431 tall



QUARTER PAGE  
3.6337 wide x 4.7292 tall



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