

# THE MIDWEST EQUESTRIAN



2021 Media Kit



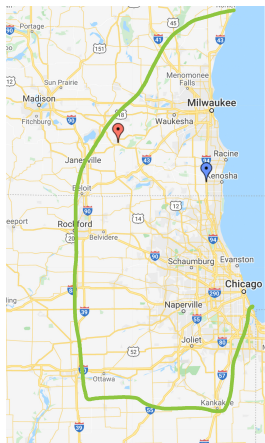
## About Us

The Midwest Equestrian is a magazine published by a group of equine enthusiasts. Its purpose is to inform people about equine related events, trails, products, services and entertainment. Our goal is to provide a complete resource guide for anything equine. The Midwest Equestrian covers all breeds and disciplines and appeals to anyone with a love of horses. It is as much about the equestrian lifestyle, as it is about the horses.

## Our Distribution

The magazine is a quarterly print publication with a run of 5,000 copies. It is complimentary and is also available for subscription.

Our distribution focuses on the Northern Illinois and Southern Wisconsin market. We distribute from Grafton, WI, which is just north of Milwaukee, WI, west to Rockford, IL, South to Kankakee, IL and back up to Chicago.

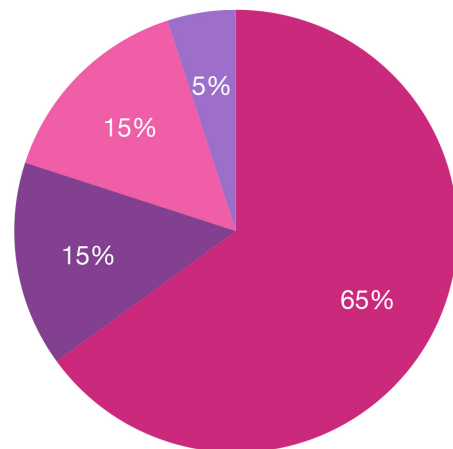


65% distributed in Northern Illinois  
35% distributed in Southern Wisconsin

With a database of over 300 stables, approximately 65% of the magazines are delivered directly to riding stables and therapeutic riding facilities. With an average of 12-15 per facility.

We partner with local tack and feed stores where we distribute 15% of our 5,000 copies.

To reach new horse riders/owners we distribute about 15% to local grocery stores and real estate offices. This is also a great way to reach horse owners who have their horses at home.



● Stables ● Tack Stores ● Grocery/Real Estate ● Other

# **Demographics of the Equestrian Industry**

**According to the 2017 Economic Impact Study by the American Horse Council Foundation, the horse industry has an economic impact of around \$122 billion. The industry employs around 1.74 million people and there are approximately 7.2 million horses.**

**The racing sector has the largest impact on the economy , the competition sector not far behind, then the recreational sector, and lastly the working sector. About 13 million households trail ride (recreational sector) and 30.5% of American households have a horse enthusiast in the family.**

**The United States of America Equestrian Foundation conducted a study on their membership (2003) and found the following:**

- **85% are females**
- **58% college graduate or more**
- **\$134,500 average household income vs. \$36,000 median for all US households**
- **\$955,400 average worth**
- **60% managerial/professional employment**
- **93% own a vehicle and the average number of vehicles owned is three**
- **83% have taken a trip (business or pleasure) in the past three years**
- **85% have some type of investment**

**Members have very active lifestyles and respond to advertising of other products, such as real estate, wines and liquor, jewelry, vehicles and travel.**

# The Midwest Equestrian 2021 Advertising Rates

*As of January 2021  
Rates subject to change  
All advertisements are in full color.*

	1 Issue	2-3 Issues	4 Issues
Front Cover	N/A		
Center Spread	\$1,800	\$1,700 ea	\$1,600 ea
Back Cover	\$2,200	\$2,100 ea	\$2,000 ea
Inside Front Cover	SOLD		
Inside Back Cover	\$1,200	\$1,150 ea	\$1,100 ea
Full Page	\$ 695	\$ 665 ea	\$ 645 ea
Half Page	\$ 380	\$ 365 ea	\$ 345 ea
Quarter Page	\$ 265	\$ 255 ea	\$ 245 ea
Business Card	\$ 75	\$ 65 ea	\$ 60 ea
Directory Listing	\$ 75	\$ 65 ea	\$ 60 ea
Event Listing	\$25 one time	\$100 for the year	
Ad Design			\$ 45

**Terms:** Payment must be made in advance for all one-time display, directory, and classified ads. The multiple insertion rates are available only to those who have a signed advertising contract. Advertisers with signed contract will be billed quarterly and payments for ads are due on deadline date. Those not under contract must pay at the time they submit their ad.

# The Midwest Equestrian Advertising Contract Agreement

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## Issue Date/s

- ☐ Fall 2021  
☐ Winter 2021  
☐ Spring 2022  
☐ Summer 2022

## SIZE OF ADVERTISEMENT

- ☐ Full Page  
☐ ½ Page  
☐ ¼ Page  
☐ Business Card  
☐ Classified  
☐ Other  
\_\_\_\_\_

Payment is due in advance for all one-time advertisements. Those on a multiple insertion contract must pay for the first ad in advance and will be billed for future ads. Payment is due at deadline. Past due accounts will be charged the one-time rate. Please make out checks to The Midwest Equestrian, PO Box 56, Richmond, Illinois 60071. For Credit Cards call 1-847-736-5826 or pay via PayPal at Janice@themidwestequestrian.com

I agree to place my advertisement in The Midwest Equestrian for the number of times checked above and to pay my advertisement at the agreed upon rate. I understand that payment is due in full for all one-time and first time ads and I will be billed for future ads previous to their publication due date. I understand if my bill is not paid within 7 days of publication, my credit card on file will be charged. I understand that my ad will revert to the one-time rate if bill is not paid within 10 days of the publication of the magazine. My advertising represented is correct and I have full rights to use the material provided to The Midwest Equestrian. I also agree to hold **The Midwest Equestrian** harmless in the event of any misrepresentation or harm that may come from my advertising.

- ☐ Please charge my credit card automatically for each issue.  
☐ I will send a payment via check or via PayPal through **The Midwest Equestrian**.

Signed \_\_\_\_\_ Date \_\_\_\_\_

**The Midwest Equestrian**  
PO Box 56, Richmond, Illinois 60071

[www.TheMidwestEquestrian.com](http://www.TheMidwestEquestrian.com)  
[janice@themidwestequestrian.com](mailto:janice@themidwestequestrian.com)  
**847-736-5826**

# The Midwest Equestrian Advertising Specs

## Technical Specifications

<b>Size</b>	<b>Width</b>	<b>Height</b>
Full Page – please add 1/8" bleed.	8.5"	11"
Two Page Spread – please include 1/8" bleed.	17"	11"
½ Page Horizontal	8.25"	5.125"
¼ Page Vertical	4"	5.325"
Business Card	3.5"	2"

### Images

- All images should have a minimum 300 dpi at 100%
- Do not use LZW Compression
- All images should be CMYK
- All image files should **preferably** be TIF, JPG or EPS.

### Colors

- All files should be CMYK. We cannot guarantee color calibration for files that must be converted.

### Fonts

- Please create outlines for fonts if sending Adobe Files in Illustrator or Photoshop.

### Other Accepted File Formats

- .pdf – Press ready
- .ai. – Adobe Illustrator
- .psd. - Adobe Photoshop

*It will be helpful to print your document so we can assure files do not default.*

*On full page ads, bleeds must extend a minimum of 1/8" past the trim and allow a ¼" margin from the trim for text and images.*

## 2021/2022 PUBLICATION DEADLINES

### Issue Date

Fall  
Winter  
Spring  
Summer

### Deadline for ad

September 15, 2021  
November 15, 2021  
March 15, 2021  
November 15, 2021

### Publication Date

October 5, 2021  
December 10, 2021  
March 5, 2021  
June 5, 2021