

Appaloosa

JOURNAL

2011 MEDIA KIT

As unique as you are.





NOT JUST ANOTHER BREED JOURNAL

You want **COLOR, GLAMOUR, BEAUTY, POWER.**
You admire versatility, stability, fearlessness, poise.
You need Appaloosa.

Get it all and more with *Appaloosa Journal*.

Established in 1946, the *Journal* is one of the oldest and most trusted equine publications in the industry. As the official publication of the international registry for Appaloosa horses [est. 1938], it is the only magazine delivered monthly to every member of its association in 62 countries around the world.

Appaloosa enthusiasts are as unique and versatile as the breed they love. Competitive by nature, they keep up with trends in apparel, tack and other horse-related supplies and services. They compete in nearly every discipline available, from dressage to mounted shooting.

The *Journal* has become a showcase of the many trends and styles our readers love. Lifestyle columns offering tips and how-to's from industry professionals are a monthly occurrence. The pages of *Appaloosa Journal* are perfect examples of what it is our readers are so passionate about—the color, style, versatility and beauty.

*We invite you to join the passion
that is Appaloosa Journal.*

DEMOGRAPHICS

Our readership includes men and women of all ages—typically college educated, living in a two-person household and owning three or more horses.

89% FEMALE 56% AGE 45-64

45% earn an income greater than \$100,000 per year, and own an **AVERAGE OF 5 HORSES**

PURCHASING POWER

Average monthly circulation is **15,700**

84% of our readers regularly visit *Appaloosa Journal* advertiser websites

63% have recently purchased from *Appaloosa Journal* advertisers

43% plan to purchase a large ticket item in the coming 12 months

LOYALTY

77% have been receiving *Appaloosa Journal* for more than six years

65% save their issues for at least two years

50% save their issues for four or more years

73% have owned Appaloosas more than 10 years

84% own more than one Appaloosa

“*Appaloosa Journal has allowed us to reach a very important customer base. We have been able to brand our business with this group across the United States. The Journal gives us a very comprehensive marketing program to help us reach Appaloosa customers and prospects. Folks see our ad in the Journal, then hear our name, see our banner at both the World and National Shows, and actually get to talk with us in person at the World Show where we set up a booth. Thanks for all you do for us!*”

—Butch & Lucinda Human,
Star H Equine Insurance

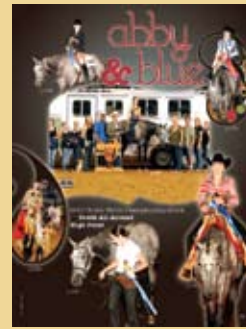
Loyal *Passionate*

STOP & LOOK...

Appaloosa Journal takes the time to get to know you, and learn what your marketing plan needs.

We listen. We design for no additional charge to your ad rate. And we're good too.

Look what we've done with other advertisers.



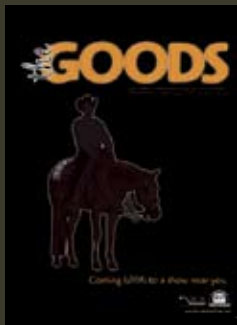
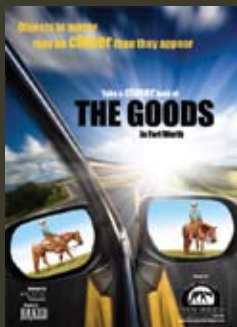
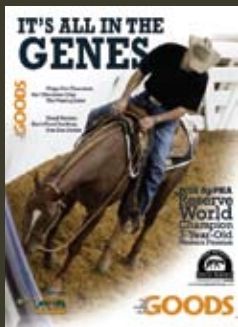
“ *Appaloosa Journal did an amazing job with my ad campaign for my stallion, Chocolatey. Their staff and design team are fantastic and fun to work with. It's so nice to share an idea, and sometimes a very complicated idea, and see it in print an hour later as a proof. They make advertising fun and exciting, and successful too!* ”

—Noelle Schmidt, Ledgewood Kawasaki



PHOTO BY DICK REED

*Flexible Reasonable
Helpful*



Advertising campaign,
designed by Appaloosa Journal.

“The Goods”—that is what I can say I received when I decided to advertise my up and coming stallion in Appaloosa Journal. The AJ team far exceeded my expectations when trying to develop the concept that I was thinking of. Working with the Journal staff was like having them in my office, working on it together, side by side. (I really did have them in my office as they used desktop sharing technology to reveal how the ad was beginning to come together!) It was great fun and exhilarating as the girls took my ads to the next level, while offering such great advice along the way. I definitely will be calling them to design my ads and look forward to working with them in the future.”

—Todd Michael, Todd Michael Show Horses

WE LISTEN. WE DESIGN
for NO ADDITIONAL CHARGE!



ONLINE ADVERTISING

www.APPALOOSAJOURNAL.COM

receives an average of **534,000** hits per month,

and an average of **18,000** hits per day.

72% of subscribers report they visit AJ advertiser websites

80% of subscribers say they purchase horse-related items online

60% of subscribers say they are very likely to recommend www.appaloosajournal.com to others

What you'll find on www.APPALOOSAJOURNAL.COM...

A monthly preview of each issue, a photo gallery full of beautiful Appaloosa images from around the world, all Market ads as printed in the magazine, a live news feed from both our National & World Shows, articles and features as printed in the magazine, as well as other columns and member information.





INSIDER'S VIEW Take a look inside... we show you!

MEDIA KIT All your questions answered.

PHOTO gallery look, share, give, print

BE THE NEXT ARTIST Send us your cover-worthy art!

FEATURED

Opulence and the Old West
 You may recognize Christi Proctor and her name from the television show Trading Spaces, but there is so much more to this self-propelled designer extraordinaire. As the child of a Baptist minister, Christi spent much of her life moving around Texas. "It seemed like we never lived anyplace more than four or five years until we settled in Westlaco, Texas, in the Rio Grande Valley," she said. Christi... [Read more-->](#)

Modern Cowgirl MOXIE
 Shana Gibson is a Modern Cowgirl. Born in Texas and raised in New Mexico, Shana has lived the life. Growing up in the wide-open spaces of New Mexico and learning to ride at a young age, she has the purest respect for the land and its beauty. After being named Miss Rodeo New Mexico in 1998 Shana discovered a skill for personal coaching and now gives clinics on speech, modeling and interviewing for potential... [Read more-->](#)

Out in the Open
 The Reichert Celebration enjoyed its 11th year in 2010, and Appaloosas played a huge role in their success—more so last year than ever before. According to show manager, Terry Schroeder, the Appaloosa breed show has doubled every year since its inception. "We are extremely excited and proud to have the Appaloosas as part of the Reichert Celebration and look forward to 2011 and beyond," she said. Even... [Read more-->](#)

[Read more posts from Featured](#)

THIS MONTH

- February 2011**
 In this issue: Read about reining enthusiasts and designer extraordinaire Christi...
- January 2011**
 Welcome to the NEW YEAR! In this January 2011 issue read about the World Show Highlights...
- December 2010**
 In this issue: Read about the Endurance Riders, European Championship Appaloosa Show...

[Preview more Appaloosa Journals](#)

ARTICLES

- Endurance Ride**
 2010 Appaloosa National Championship Endurance Ride The 11th Appaloosa...
- Interview with Nadieh Haarsma**
 In June 2010 Vlodrop, Netherlands 17-year-old native and Appaloosa...
- Land of Liberty**
 Participants traveled to Pennsylvania from twelve states and as far...

[Read more posts from Spotlight](#)

Search this website...

TRY US | SUBSCRIBE | INSIDER'S VIEW | ONLINE MAGAZINE

SUBSCRIBE TODAY!
 Get 12 issues of Appaloosa Journal for just \$29.95
 No more \$30.00+ Cover Price \$20

FOAL & YEARLING SHOWCASE AD DEADLINE: April 15, 2011

VIDEO
 300 x 250 PIXELS

Whose in the WORLD is AJ?
 On New Years' weekend AJ was spotted with Kris Westmorland at the totem pole on the north side of the Chart House above the Willamette River in Portland, Oregon.
 Going somewhere? Take AJ with you, get a picture and send it in for a chance to be published.

BANNER
 300 x 225 PIXELS

BANNER SQUARE
 145 x 145 PIXELS

BANNER SQUARE
 145 x 145 PIXELS

RATES
 LEADERBOARD: \$75
 BANNER: \$100
 BANNER SQUARE: \$50
 VIDEO: \$150

Ads will appear on all pages of www.appaloosajournal.com, including the home page.

FILE TYPES ACCEPTED
 Image ads (JPEG, GIF, TIFF, PNG, BMT), FLASH, XML, HTML

SUBMIT ADS TO
 advertising@
 appaloosajournal.com



PHOTO BY TRISTAN DARK

ADVERTISING RATES

PREMIUM COLOR

	1-TIME	3-TIME	6-TIME	12-TIME
TWO-PAGE SPREAD	\$1,845	\$1,755	\$1,665	\$1,485
FULL PAGE	960	923	863	766
2/3 PAGE	772	735	698	624
1/2 PAGE	615	593	555	495
1/3 PAGE	525	495	473	421
1/4 PAGE	390	375	360	330
1/6 PAGE	275	260	245	215
1/8 PAGE	150			

BUY 5 FULL PAGES IN ONE ISSUE, GET A 6TH PAGE FREE.

A 15% DISCOUNT WILL APPLY FOR ART SUBMITTED CAMERA-READY.

COVERS

INSIDE FRONT	\$1,250
INSIDE BACK	1,250
BACK	1,420

INSERTS

Rollouts, gatefolds, ride-alongs, and other specialty options are available and will add an unforgettable style to your ad.

Contact us for samples and pricing.

“Our long-time relationship with Appaloosa Journal and the ApHC has enabled us to achieve our objectives of building relationships with Appaloosa horse owners, and learn more about this popular breed and its members so Featherlite can better serve its customers.”

—Randy Lewis, Featherlite Trailers

ADVERTISING RATES

BLACK & WHITE

	1-TIME	3-TIME	6-TIME	12-TIME
TWO-PAGE SPREAD	\$1,230	\$1,170	\$1,100	\$970
FULL PAGE	640	615	575	510
2/3 PAGE	515	490	465	415
1/2 PAGE	410	395	370	280
1/3 PAGE	350	330	315	220
1/4 PAGE	260	250	240	165
1/6 PAGE	195	190	180	70
1/10 PAGE <small>BUSINESS CARDS</small>	85	80	75	70
1/12 PAGE <small>APPALOOSA EXCHANGE</small>	85	80	75	70

HORSEMAN'S DIRECTORY: PRE-PAID IN 3-MONTH INCREMENTS \$105

CLASSIFIEDS: \$1/WORD (\$10 MINIMUM)

SUPPLEMENT YOUR AD

FOR ONLY \$25 EACH:



Social Network Promotion

Two Facebook accounts with a total of 10,000 followers

Online Thumbnail

Be on the home page of our online version, *Appaloosa Journal Xpress*, where our 5,000 online-only subscribers will see your ad before anything else in the magazine.

Leaderboard Ad

Place your business on the home page of www.AppaloosaJournal.com, which receives an average of 534,000 monthly hits.

ALL ABOVE PERKS ARE INCLUDED IN THE SIGNING OF A 12-TIME CONTRACT



ADVERTISING CALENDAR

JANUARY

SPACE: NOV. 20 MATERIALS: NOV. 30

World Show Commemorative Issue
World Show Top 10 Showcase

FEBRUARY

SPACE: DEC. 20 MATERIALS: DEC. 30

Breeders' Trust Showcase

MARCH

SPACE: JAN. 20 MATERIALS: JAN. 30

APRIL

SPACE: FEB. 20 MATERIALS: FEB. 30

MAY

SPACE: MARCH 20 MATERIALS: MARCH 30

JUNE

SPACE: APRIL 20 MATERIALS: APRIL 30

JULY

SPACE: MAY 20 MATERIALS: MAY 30

National Show Preview
Tulsa on the Road Guide

AUGUST

SPACE: JUNE 20 MATERIALS: JUNE 30

Foal & Yearling Showcase

SEPTEMBER

SPACE: JULY 20 MATERIALS: JULY 30

National Show Commemorative Issue
National Show Top 10 Showcase

OCTOBER

SPACE: AUG. 20 MATERIALS: AUG. 30

NOVEMBER

SPACE: SEPT. 20 MATERIALS: SEPT. 30
World Show Preview • Holiday Gifts & more!

DECEMBER

SPACE: OCT. 20 MATERIALS: OCT. 30
Stallions • Holiday Gifts & more!

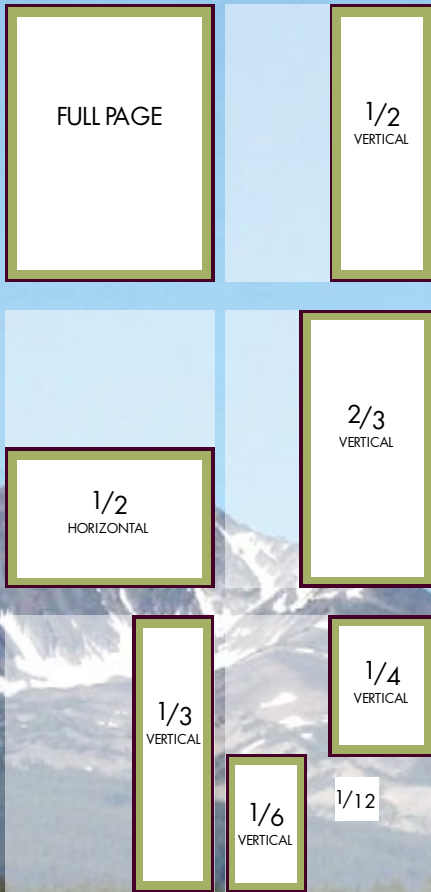
“Advertising in Appaloosa Journal has been a fantastic move for my company. The subscribers are very loyal fans of the breed and gladly support the advertisers.”

—Shanah Gibson, Modern Cowgirl



Supportive

SUBMISSION GUIDELINES



High resolution JPG or PDF is the most preferred format. TIFF or original Adobe Photoshop, Illustrator or InDesign files are also accepted. All files must be a minimum resolution of 300 dpi. Mailed CD or DVD is also accepted.

Submissions in the original file format must be packaged with images and fonts included. Missing images will print as they are, and missing fonts will be replaced with the nearest substitute.

Color mode must be CMYK; no spot, pantone colors or web colors. Gradients cannot be below 10%.

Appaloosa Journal will not be responsible for color reproduction.

Bleeds: All type and logos should be inside by at least 0.4" from all four sides of the document.

Crop marks must be offset by at least 0.125".

Please include your company name in the file name, and contact information of the person responsible for the production of the ad.

QUESTIONS?

Call Hannah Hathway at (208) 882-5578 ext. 256, or e-mail advertising@appaloosajournal.com.

- WILL BE TRIMMED OFF
- NO TEXT OR LOGOS IN THIS AREA
- LIVE AREA

	DOCUMENT SIZE	LIVE AREA
FULL PAGE	w 8.375" h 11.125"	w 7.375" h 10.125"
1/2 VERTICAL	w 4.25" h 11.125"	w 3.25" h 10.125"
1/2 HORIZONTAL	w 8.375" h 5.7"	w 7.37" h 4.7"
2/3 VERTICAL	w 5.45" h 11.125"	w 4" h 10.275"
1/3 VERTICAL	w 3" h 11.125"	w 2.2" h 10.275"
1/4 VERTICAL	w 4.25" h 5.65"	w 3.4" h 4.75"
1/6 VERTICAL	w 3" h 5.375"	w 2.2" h 5"
1/12 SQUARE	w 2" h 2"	NO BLEEDS





As unique as you are.

Appaloosa

JOURNAL

2720 W. Pullman Road
Moscow, ID 83843

(208) 882-5578 ext. 256
advertising@appaloosajournal.com

