



## The Horse's Hoof: Advertising

**The Horse's Hoof Magazine** is now a 32 page **FULL COLOR GLOSSY** publication—as always, dedicated to the barefoot horse and his owner. Each issue is filled with a wide variety of barefoot horse & hoof-related articles—exploring trimming techniques, reporting on barefoot events, revealing exciting stories, and covering all methods and all styles of barefoot horse care. Our readers are a very targeted audience: hoof-obsessed individuals! If you have a hoof related product, advertising in our publication will definitely get you noticed. Our readers are also very interested in natural, holistic, and alternative horse care products. We have two subscription types: **Printed and Online PDF** (with additional pages). ALL printed subscribers now receive the Online PDF version, in addition to their printed copy. Your ads go twice as far!

### There are three types of ads:

- 1) Print Ads** (in Full Color). These will appear in BOTH the Printed and the Online PDF in Full Color. Limited space for print ads - all ads reserved by payment.
- 2) Cover Ads** (in Full Color). Back cover, inside front cover and inside back cover available as full pages with bleeds (special size for back cover). Will appear in full color in both the Printed and PDF versions. Reserve early!
- 3) PDF "Online Extras" Ads** (in Full Color, in electronic edition only). These will be placed on extra pages at the end of the Online PDF magazine file. They will appear ONLY in the PDF electronic edition, not in the printed one.

## PRINT ADS

- Appear in **FULL COLOR** in both Printed and Online PDF magazine editions.
- Your website hyperlink will be added to your PDF ad.
- Space is limited so reserve early!
- Prices are for pre-paid ads, submitted ready to go. 10% discount for prepaid multiple ads (3 or more issues).

Ad size	Price	Dimensions
FULL Page	\$600.00	8.5" w x 11" h plus 1/8" bleed all 4 sides.
1/2 Page	\$300.00	8" wide x 4 7/8 (4.875)" high.
1/4 Page	\$150.00	3 7/8 (3.875)" wide x 4 7/8 (4.875)" high.
1/8 Page	\$75.00	3 7/8 (3.875)" wide x 2 3/8 (2.375)" high.

## COVER ADS

- Appear in **FULL COLOR** in both Printed and Online PDF magazine editions. All cover ads are FULL page.
- Your website hyperlink will be added to your PDF ad.
- Prices are for pre-paid ads, submitted ready to go. 10% discount for prepaid multiple ads (3 or more issues).

Ad size	Price	Dimensions
Back Cover	\$900.00	8.5" wide x 8.75" high plus 1/8" bleed.
Inside Front Cov	\$800.00	8.5" w x 11" h plus 1/8" bleed all 4 sides.
Inside Back Cov	\$800.00	8.5" w x 11" h plus 1/8" bleed all 4 sides.

Cover ads must be reserved early.

## PDF ONLINE EXTRAS ADS

*\*Note, this is an electronic magazine ad, not a website ad!*

- Online Extra ads appear in **FULL COLOR** in the online PDF magazine edition **ONLY** (NOT in print).
- Online Extra ads begin where the print magazine ends, so they will be placed on PDF pages 33 and up.
- Your website hyperlink will be added to your PDF ad.
- Prices are for pre-paid ads, submitted ready to go. 10% discount for prepaid multiple ads (3 or more issues).

Ad size	Price	Dimensions
Full Page	\$100.00	8.5" wide x 11" high
1/2 Page	\$50.00	8" wide x 4 7/8 (4.875)" high
1/4 Page	\$25.00	3 7/8 (3.875)" wide x 4 7/8 (4.875)" high

### Ad Format

Please provide ads in PDF (preferred), EPS, or JPEG format. Other formats might be okay, just check with me first. For additional fees, I can design and build ads - but only as my time allows! Advertising content is subject to approval!

**Tip:** for best appearance in the **low res PDF** file of THH, it is advisable that you supply a PDF file of your final ad with the type created in a vector layout program (and not as part of the photo). The low res PDF file results in compression of all photos, so type will be blurry if it is part of the photo. This does not affect the high res PDF, or the printed version.

### Ad Deadlines

**Spring Issue**—released on April 1st

Deadline: February 20—Ad needs to be supplied to me, and payment due to secure space.

**Summer Issue**—released July 1st

Deadline: May 20—Ad needs to be supplied to me, and payment due to secure space.

**Fall Issue**—released on October 1st

Deadline: August 20—Ad needs to be supplied to me, and payment due to secure space.

**Winter Issue**—released on January 1st

Deadline: November 20—Ad needs to be supplied to me, and payment due to secure space.

### Distribution

*The Horse's Hoof Magazine* is published quarterly, with new issues released every 3 months. Our printed circulation as of August 2011 is 1500 copies per issue; PDF circulation is 1200 copies per issue. Most printed issues are distributed to subscribers, with the remainder going out to bulk purchases, groups and events.

### Payments

For your convenience, online payment using credit card (Visa, Mastercard, AMEX or Discover) or Paypal is now available on our advertising page: [http://thehorseshoof.com/THH\\_Advertising.html](http://thehorseshoof.com/THH_Advertising.html)

You may also send a Paypal Payment to [editor@TheHorsesHoof.com](mailto:editor@TheHorsesHoof.com) or mail a check to our P.O. Box above.

**Thank you for supporting The Horse's Hoof!**