SHOW HORSE TODAY

2023 MEDIA KIT

SHOW HORSE TODAY data sheet

Our digital publication takes your ad right to your prospective customers and their inbox, tablet or smart phone!

Each issue reaches thousands of readers enjoying hundreds of thousands of page views. Ads can be fully interactive, with video and links to websites and email. Readers can easily download the entire magazine or just your ad at any point as they are reading!

FIRST PLACE WINNER American Horse Publications Equine-Related Digital Edition

INNOVATIVE READING EXPERIENCE Videos on the page, interactive indexes and classifieds, hundreds of links to related content

EMAIL DISTRIBUTION - Each issue emailed directly to **15,500** plus email addresses including judges, trainers, breeders, stallion owners and others

Over 75 other website domains refer readers to each issue, including PleasureHorse.com, our Facebook pages that have more than 690,000 fans, and our online forums that have 54,000 members

OVER 420,000 FACEBOOK FANS on Facebook.com/ShowHorseToday alone

PER ISSUE TRAFFIC INCLUDES tens of thousands of visits, hundreds of thousands of page views, over 1400 hours in reading time

READERS FROM 57 COUNTRIES Read each issue (80% US, 8% CAN, 12% Other)

READERS FROM ALL 50 US STATES AND 7 CANADIAN PROVINCES Read each issue

READERSHIP TECHNOLOGY

Recent issue trends show 58% are reading via mobile device, while 42% are reading from a desktop

2023 EDITORIAL CALENDAR
For Show Horse Today Magazine

We cover all the major events, so you will see show coverage as part of every issue. In addition, each issue will include training tips, health & nutrition guidance, and featured horses for sale.

- **JANUARY** Stallions & Breeding Issue
- **FEBRUARY** Color Breed Issue
- **MARCH** Celebrating Women/ Hunt Seat
- **APRIL** Fashion Issue
- **MAY** Salute to Small Business
- **JUNE** ARHA World Show/Futurity Issue
- **JULY** Summer Shows/ Oh Canada Issue
- **AUGUST** Youth World
- **SEPTEMBER** Reader's Choice Issue
- **OCTOBER** Congress Issue
- **NOVEMBER** Gratitude Issue
- **DECEMBER** Holiday Greetings Issue

ShowHorseToday.com • 403.862.5535 • ShowHorseToday@PleasureHorse.com

Copyright © 2012–2023 Show Horse Today and Lazy H Bar Media Inc.- All Rights Reserved

PleasureHorse.com
Passion. Business. Community. Since 1998.

Our **Community** by the **Numbers**

"Online since 1998, PleasureHorse.com has one of the largest and most engaged equine audiences on the web!"

98% of readers are horse owners

Nearly 8000 Instagram Followers
- Over 1.2 Million weekly reach

795,000 sessions and **250,000** unique visitors to main site over past year

690,000 Facebook.com/ShowHorseToday & PleasureHorse.com Fans

Over 2.4 Million Social Media Weekly Reach

54,000 members of forums

163 countries represented by visits to site
- 88% US, 6% Canada
- 6% Other

25 year history of building a community on the Internet

ShowHorseToday.com • 403.862.5535 • Robyn@PleasureHorse.com

Copyright © 2023 PleasureHorse.com and Lazy H Bar Media Inc. - All Rights Reserved

PleasureHorse.com
Passion. Business. Community. Since 1998.

Advertising Options

Please Note: *Ad samples are scaled down to fit on this page. Please visit* ***PleasureHorse.com*** *to view actual sizes.*

All Yearly Banners Include

unlimited content advertising with PleasureHorse.com
including press releases, special offers, highlighting successes and more

800 x 150 Leader Banner

(Located at the top right of the site and above the footer)

$2000/year | $500/three months | $200/month

300 x 250 Top Medium Rectangle Banner

(Located at the top of the right column of site)

$1500/year

300 x 250 Mid Medium Rectangle Banner

(Located below 300 x 600 banner in right column)

$1000/year

300 x 600 Half Page Banner

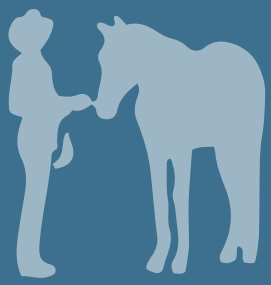
Largest banner option on website

(Second banner location in the right column)

$2500/year

$695/three months

$300/month



120 x 240 Vertical Banner

(Located in mid to lower sections of right column of site)

$750/year

Facebook Posts

(Single posts to Facebook.com/PleasureHorse.com & Facebook. com/ShowHorse Today Facebook Pages of over 690,000 Fans)

$250/post for single posts

$150/post for multiple post packages or packaged with other advertising

Email Marketing

(Email blast to our subscriber list of over 15,500)

$250/email blast

$950 for a package of five

$350 for Facebook post/email blast combo

* All banner locations include multiple banners that rotate with each new page view.

** Banner performance reports, including numbers of impressions, clicks and click through rate, are available upon request to any of our advertisers for any size banner.

800 x 150 Banner on Show Horse Today Magazine Embed Page

Be seen on every magazine page view!! *(Rotates with a maximum of three ads)*
$2500/year

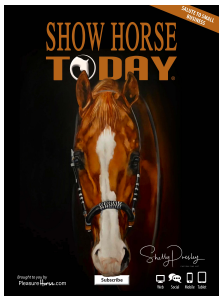
ShowHorseToday.com • 403.862.5535 • Robyn@PleasureHorse.com

Copyright © 1998–2023 PleasureHorse.com and Lazy H Bar Media Inc. All Rights Reserved

SHOW HORSE TODAY advertising **options**

Our digital publication takes your ad right to your prospective customers and their inbox, tablet or smart phone!

Each issue reaches thousands of readers enjoying hundreds of thousands of page views. Ads can be fully interactive, with video and links to websites and email. Readers can easily download the entire magazine or just your ad at any point as they are reading!



COVER AND COVER STORY PACKAGE $750

Our top advertising package!

- Your image on our cover
- A multi-page feature cover story
- A professionally written, designed and edited showcase article
- Embedded video on the page
- Multiple photos, graphics, and links
- We will provide you with a copy of the article, as well as a cover image (created to look like it's on an iPad)
- Facebook post of your story to over 690,000 Facebook Fans

SPOT LIGHT FEATURE $350

- Two page professionally written, designed and edited showcase spot light article
- Premium Ad in Show Horse Today to be placed as cover page for story (provided by client)
- Facebook post of your story to over 690,000 Facebook Fans

PREMIER INSIDE COVER / TWO-PAGE SPREAD $395

2nd most desired location of each issue

- Two-page, full color advertisement with significant exposure
- Video on the page and links also available

PREMIUM TWO-PAGE SPREAD $300 *Showcased within the first half of our editorial content*

- Two-page spread, full color advertisement
- Video on the page and links also available

PREMIER TABLE OF CONTENTS TWO-PAGE SPREAD $375

Showcased after table of contents on pages 8 and 9

- Two-page, full color advertisement placed on the two pages after the table of contents
- Video on the page and links also available
- Facebook post of your ad to over 690,000 Facebook Fans

PREMIUM ONE-PAGE AD $195. *Showcased within the first half of our editorial content*

- Premium placement for your one-page ad
- Video on the page and links also available

PREMIER WELCOME ONE-PAGE AD $250

Opposite welcome page on page 5

- Prime location for maximum exposure for your full color, full page advertisement
- Video on the page and links also available
- Facebook post of your ad to over 690,000 Facebook Fans

STANDARD ADS / ONE PAGE $125 AND TWO PAGE $195 *Placed behind premium ads*

- Our most cost-effective ad
- Includes one link

AD PACKAGE DISCOUNTS!

One of the tenets of an effective marketing campaign is consistency and repetition, so we want to make it easy for you to package your ad purchases together to save you money. We offer blanket discounts based on the quantity of Premium or Standard ads purchased. Please refer to our **Show Horse Today Advertising Pricing** for details.

ShowHorseToday.com • 403.862.5535 • Robyn@PleasureHorse.com

Copyright © 2012–2023 Show Horse Today and Lazy H Bar Media Inc. - All Rights Reserved

SHOW HORSE TODAY advertising **pricing**

Our digital publication takes your ad right to your prospective customers and their inbox, tablet or smart phone!

Each issue reaches thousands of readers enjoying hundreds of thousands of page views. Ads can be fully interactive, with video and links to websites and email. Readers can easily download the entire magazine or just your ad at any point as they are reading!

PREMIUM AND STANDARD PACKAGE DISCOUNTS

- 6 Ad Package — 10% Discount
- 12 Ad Package — 20% Discount
- 24 Ad Package — 30% Discount

2023 Media Packages

	Bundled Media Packages Website, Magazine and Social Media Advertising	**PleasureHorse Website Banner** Size of Your Choice	**Business Update Posts** PleasureHorse. com Home Page	**Monthly Premium One-Page Ad** Show Horse Today 12 issues in 2020	**Monthly FaceBook Posts** total fans on pages 690,000	**728 x 90 Banner on PleasureHorse Website Online Forums** 100,000 impressions/ month
ALL STAR MEDIA PACKAGE	★	★	★	★	★	★
12x - $825/month						
6x - $925/month						
4 STAR MEDIA PACKAGE	★	★	★	★		
12x - $425/month						
6x - $525/month						
3 STAR MEDIA PACKAGE	★	★	★			
12x - $315/month						
SPONSORSHIP PACKAGE	★	★				
12x - See annual banner ad prices in Advertising Options						

Facebook Posts

(Single posts to Facebook.com/PleasureHorse.com & Facebook. com/ShowHorse Today Facebook Pages of over 690,000 Fans)

$250/post for single posts

$150/post for multiple post packages or packaged with other advertising

Email Marketing

(Email blast to our subscriber list of over 15,500)

$250/email blast

$950 for a package of five

$350 for Facebook post/email blast combo

ShowHorseToday.com • 403.862.5535 • ShowHorseToday@PleasureHorse.com

Copyright © 2012–2023 Show Horse Today and Lazy H Bar Media Inc.- All Rights Reserved

Complete 12 Month Marketing Package

The best value and ROI for your marketing dollars

One discounted package price for 12 months of multi-platform marketing. Reach 690K FB fans, 54K Forum members plus the hundreds of thousands of views in Show Horse Today each and every month!

Includes:

- Cover Story and Cover Image - 8-10 professionally written and designed cover story and your image on the cover OR Breeder's Guide package.
- 12 Months of full page advertising in Show Horse Today Magazine
- 12 Months of tile banner advertising on PleasureHorse.com
- Four Facebook posts to our pages with **690,000** followers
- Two "direct email blasts" to subscription list of **15,500** industry emails
- Unlimited business updates shared on our PleasureHorse.com and Show Horse Today networks
- One "What's Hot" PleasureHorse.com feature article professionally written by our team on your stallion, and shared via our complete Social Media network

Premium Package (Includes Premium location in Show Horse Today each month)

$2500/Year (package value purchased separately over $5,750)

Standard Package (Includes Standard location in Show Horse Today each month)

$1,750/year (package value purchased separately over $4,500)

SHOW HORSE TODAY

PleasureHorse.com

Passion. Business. Community. Since 1998

Contact Robyn

PLEASURE AND HUNT SEAT **Breeders' Guide**

SHOW HORSE TODAY DEMOGRAPHIC FACT SHEET

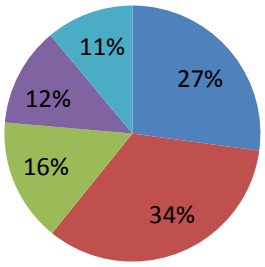
Editorial Focus : AQHA, APHA, ApHC and all breed showing, training, breeding, and general horse ownership. We are focused on both the average owner as well as the high end competitor. Coverage Includes both Western and English riding disciplines. Specifically Western Pleasure, Halter, Showmanship, Reining, Trail, Horsemanship, Hunter Under Saddle, Equitation, Western Dressage.

Updated news and editorial is delivered multiple times weekly online at www.showhorsetoday.com . Show Horse Today is our award winning, content rich digital magazine which is published monthly.

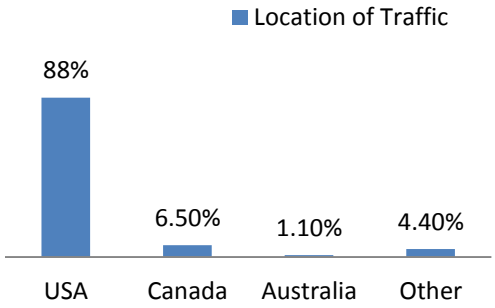
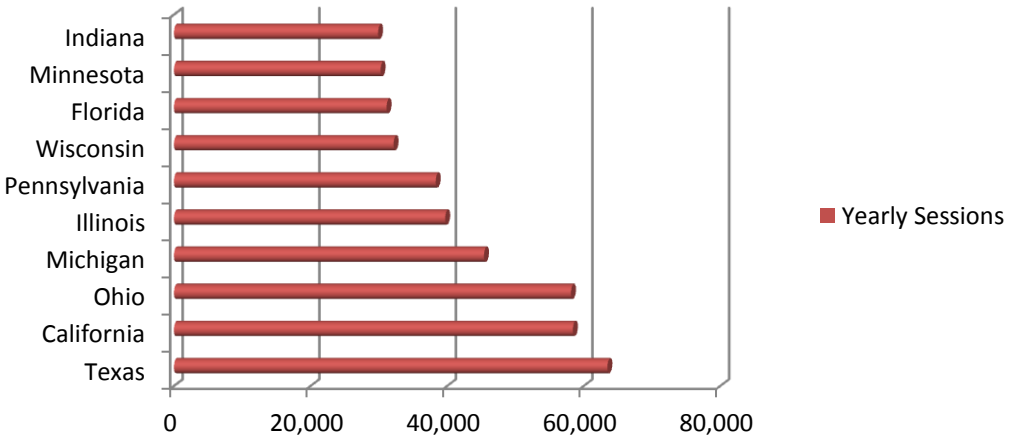
Our Readers:

- **Horse Owners (98% of responding readers own a horse)**
- **Readership is 46% female 54% Male**
- **Top States - Texas (8%), California (7.5%), Ohio (7.3%) & Michigan (6%)**
- **820,000 sessions and 267,000 unique visitors to main site this past year**
- **54,000 forum members**
- **690,000 Facebook Fans, 8,000 Instagram Followers, 15,500 opt in email subscribers**
- **show horse today.com average time on site over 4 minutes and average pages/visit is 5.7**
- **Show Horse Today digital magazine average time on site of over 7.5 minutes.**

Age Demographics



Traffic Geography



Web Sessions By State - Top Ten