



ISSUE	THEME	BOOKING DEADLINE
March/April	Health Care, Hoof Care, Travel Bonus distribution: Can-Am Show (ON) and Mane Event (AB)	January 13, 2012
May/June	Farm Management, Rural Equipment, Grooming Bonus distribution: Summer Horse Shows, Fairs & Charity Events	March 16, 2012
July/August	Tack, Apparel, Trail Riding Bonus distribution: Summer Horse Shows, Fairs & Charity Events	May 18, 2012
Sept/Oct	Natural Health and Horsemanship, Trailering, Fall/Winter Gear Bonus distribution: Spruce Meadows Masters & Trade Shows	July 19, 2012
Nov/Dec	Nutrition, Winter Horse Care, Gift Ideas Bonus distribution: Royal Agricultural Winter Fair & Alberta Horse Breeders and Owners Conference	September 17, 2012

Canadian Horse Annual 2013
Special distribution: Special ad rates
Ad Booking Deadline: October 31, 2012



Every issue features Horsepower magazine for horse crazy kids!!!

MISSION: Horse-Canada is Canada's family horse magazine published 6 times a year with a readership of over 40,000 people per issue. The magazine focuses on tips for rural living and farm management as well as health, health care and well-being for all for all breeds of horses.

FREQUENCY: 6 issues (including The Canadian Horse Annual)

READER DEMOGRAPHIC:

The average Horse-Canada reader:
Female – 92%
Owns their own property – 66%
Income > \$50,000/year – 60%
Some secondary education – 79%

When looking for information, our readers choose Horse-Canada more than any other source.



Horse-Canada readers take action when they read an



Did you know...

- Investment in the Canadian horse industry is valued at over \$29 Billion?
- Horse owners in Canada spend \$1.6 Billion each year on products and services?
- The industry contributes over \$19 Billion annually to the Canadian economy?

*2010 Canadian Horse Industry Profile Study, Equine Canada

Each Year

Almost \$94 million is spent on feed supplements, over \$98 million on grooming and care products, and over \$125 million on tack and horse-related equipment.

HPG can take your message into this lucrative market. In print or online, we will deliver your message across the country.