

# EDITORIAL & PRODUCTION SCHEDULE

**HORSESPORT**  
2018 MEDIA KIT

## RUNWAY to AISLEWAY

Turning your #OOTD (Outfit Of The Day) into #OOTD (Outfit Of The Day)

**GLITTER-ENCRUSTED BOOTS.**

## Driven by Ambition

Young gun Cassidy Keith shoots for the top

## Top 9 Saddle Fitting Problems

A trio of Canadian experts divulge their most common saddle fit issues and how to fix them

1. **Hidden Tree Pad Pressure**
2. **Saddle Squeezes the Pelvic Floor**
3. **Health Risk to the Skin**

## FEBRUARY

**FOCUS:** Breeding Issue

**BOOKING DEADLINE:** November 29, 2017

**MATERIAL DEADLINE:** December 11, 2017

**Special Coverage:** Royal Agricultural Winter Fair & Royal West Gallery of Winners

**Bonus Distribution:** BC Equine Education Summit & Alberta Horse Conference

## MARCH

**FOCUS:** Horse Shows + Nutrition

**BOOKING DEADLINE:** December 22, 2017

**MATERIAL DEADLINE:** January 12, 2018

**Bonus Distribution:** Can Am Equine Expo (ON)

## APRIL

**FOCUS:** Fashion + Health

**BOOKING DEADLINE:** February 15, 2018

**MATERIAL DEADLINE:** February 21, 2018

**Bonus Distribution:** Mane Event (AB)

## MAY

**FOCUS:** 50th Anniversary Issue

**BOOKING DEADLINE:** March 15, 2018

**MATERIAL DEADLINE:** March 20, 2018

**Special Coverage:** Winter Circuit Results

## JUNE

**FOCUS:** Tack + Grooming

**BOOKING DEADLINE:** April 13, 2018

**MATERIAL DEADLINE:** April 17, 2018

**Special Coverage:** Dressage & Jumping World Cup Finals

## JULY

**FOCUS:** Natural Horse Care

**BOOKING DEADLINE:** May 14, 2018

**MATERIAL DEADLINE:** May 16, 2018

## AUGUST

**FOCUS:** Hoof Care + Supplements

**BOOKING DEADLINE:** June 14, 2018

**MATERIAL DEADLINE:** June 18, 2018

**Bonus Distribution:** Spruce Meadows Masters (AB)

## SEPTEMBER

**FOCUS:** Fall Fashion + Nutrition

**BOOKING DEADLINE:** July 12, 2018

**MATERIAL DEADLINE:** July 17, 2018

**Bonus Distribution:** Spruce Meadows Masters (AB)

## OCTOBER

**FOCUS:** Horse Clothing + Healthcare

**BOOKING DEADLINE:** August 15, 2018

**MATERIAL DEADLINE:** August 20, 2018

**Bonus Distribution:** Mane Event (BC)

## NOVEMBER

**FOCUS:** Gift Guide

**BOOKING DEADLINE:** September 14, 2018

**MATERIAL DEADLINE:** September 19, 2018

**Special Coverage:** Spruce Meadows Masters

**Bonus Distribution:** Royal Agricultural Winter Fair (ON)

## DECEMBER

**FOCUS:** New Technology

**BOOKING DEADLINE:** October 12, 2018

**MATERIAL DEADLINE:** October 16, 2018

## CANADIAN HORSE ANNUAL 2019

**BOOKING DEADLINE:** October 19, 2018

**MATERIAL DEADLINE:** October 26, 2018

**Special Distribution & Ad Rates**