

Main Editorial Themes for 2024 & 2025

Canada's #1 Source for Horse Health and the Latest Veterinary Research.

AUTUMN/WINTER 2024

DOUBLE ISSUE

- Fall/Winter Health & Nutrition
- Special Seasonal Features
- Training & Horsemanship

ADS CLOSE:

July 19, 2024

RELEASE DATE:

Late August, 2024

CANADA'S EQUINE GUIDE 2025

SPECIAL ANNUAL ISSUE

- Canada's Horse Industry: Special Features
- Multiple Horse Health Features
- Training & Horsemanship
- Celebration of Horses Photo Contest Winners

ADS CLOSE:

October 11, 2024

RELEASE DATE:

Mid-November, 2024

SPRING 2025

DOUBLE ISSUE

- Spring Horse Health
- Barns & Properties
- Holidays on Horseback
- Tack & Gear
- Training & Horsemanship

ADS CLOSE:

January 17, 2025

RELEASE DATE:

Late February, 2025

SUMMER 2025

DOUBLE ISSUE

- Summer Horse Health & Management
- Hoof Care & Lameness
- Country Homes & Acreages
- Training & Horsemanship

ADS CLOSE:

April 15, 2025

RELEASE DATE:

Mid-May, 2025

Editorial Themes & Bonus Distribution

The Editorial Calendar and Bonus Distribution are updated throughout the year.

Bonus distribution applies to every issue, varying from newsstand promotions to copies targeted to industry events and trade shows during the year.

Contact us for editorial features and bonus distribution relating to specific issues.



Meet the industry experts and award-winning writers who are among our frequent contributors:

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Coach, trainer, clinician, author, specialist in equine fitness and performance.

Madeline Boast
Equine nutritionist and operator of Balanced Bay Equine Nutrition Consulting.

Burwash Equine Services
An exclusively equine practice offering a wide range of services to clientele from World Champions to backyard horses.

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