

Horse Community Journals Inc.

Canada's Horse Industry Leader Since 1991

MEDIA KIT 2024 - 2025

PHOTO: SHUTTERSTOCK / KATHO MENDEN



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Canadian Horse Journal is Canada's only national horse magazine, and **Horse Community Journals** is proud to be Canada's leader in multi-media marketing for the horse industry.

Grow Your Business With Us.

The Power of Multi-Media

Over the past 33 years, Horse Community Journals has evolved into an iconic Canadian Multi-Media brand. Today's readers want informative content that spans websites and digital devices. Today's marketers want to reach readers in all market segments.

Horse Community Journals is proud to be the leader in Multi-Media Marketing for Canada's horse industry.

Contact us for a Multi-Media Proposal that Suits Your Business Needs.

Reach more than 1 million horse lovers annually...

PRINT • ONLINE • SOCIAL MEDIA

Canadian Horse Journal

75,000 readers per issue

CANADA'S Equine Guide

75,000 readers per annual issue

HORSEJournals.com

925,000 page views,
709,000 sessions annually

Social Media

360,000 Facebook, Instagram, and X (formerly Twitter) fans/followers

E-Newsletters

13,000 e-subscribers

Our Flagship Brand

Canadian Horse JOURNAL

Partner with Canada's Only National Horse Magazine

In today's era of media overload, engaging consumers has become a core challenge for advertisers trying to forge a closer relationship with their target audience.



Canadian Horse Journal is a trusted voice for professionally-researched and written, editor-reviewed, curated content. For 33 years, horse people have been relying on this magazine to inform and inspire them, and savvy marketers know that our brands are a shortcut to quality.

Canadian Horse Journal bonds with readers and connects them with their interests and passions. When readers are absorbed in quality content, ads are not an interruption but rather a window to what's new and important.



PHOTO: SHUTTERSTOCK / PIRITA

FAST FACTS

Launched: 1991 (AS PACIFIC HORSE JOURNAL)

Frequency: 4 Print and Digital issues per year — Canada's Equine Guide (SPECIAL ANNUAL ISSUE), Spring/Early Summer (DOUBLE ISSUE), Summer (DOUBLE ISSUE), Autumn/Winter (DOUBLE ISSUE).

Distribution: Subscriptions, newsstands, horse industry outlets, horse shows and conferences, trade shows, horse industry professionals

- **Cover Price:** \$7.95
- **Readership:** 75,000
- **Editorial Focus:** From the competitive athlete to the backcountry rider, Canadian Horse Journal focuses on topics relevant to EVERYONE in Canada's horse community.
- **Industry Partners** include Horse Council BC (since 1993), Nova Scotia Equestrian Federation, New Brunswick Equestrian Association, Equine Association of Yukon, Manitoba Horse Council, Western College of Veterinary Medicine, University of Guelph, Canadian Quarter Horse Association and many more.



From Our Clients:

"We're going to keep advertising because we know it's working."

Marsha Houlahan,
Maple Lane Equestrian Trailers

"Especially in this age of digital and online media proliferation, your magazine continues to be an inspiration to riders, industry publications, and small businesses across the country. You have developed a significant and influential presence in the marketplace."

Sabine Schleese, Schleese Saddlery

"As an advertiser, it is a real pleasure to work with CHJ. They're not just selling ad space. We're especially pleased because we feel like they are a part of our team, helping us succeed too. And they do it effectively. You can tell from their writing that they put in a lot of effort to accurately understand and stay up-to-date on the science of horse health. We look forward to continuing this successful relationship for a long time."

Barbara Socha, Signal-Health LLC/
Signal-Health Canada Inc.

A Trusted Marketing Environment

Amid today's abundance of 'fake news,' magazines offer credibility and a safer ad environment.

"In print, online, on mobile or video, magazine media delivers the expertly researched, written and produced content you trust in the safe environment you deserve."

MAGAZINE MEDIA. BETTER. BELIEVE IT.

My Horse
My Passion
My Magazine



PHOTO: I PHOTO / DAISY-DAISY

Canadian Horse Journal Reader Demographics

Our Readers Are Your Customers

Reader Demographic

Canadian Horse Journal (CHJ) readers are educated, affluent, dedicated horse people...

- 82% have post-secondary education
- 90% are female
- 66% identify as being a lifetime horse person
- 70% reside on an acreage, country property, farm or ranch
- 87% own their horse
- 60% are current members of their PTSO (e.g. HCBC, OE, AEF, etc.)

THE TOP 10

CHJ Readers' Favourite Categories and Themes...

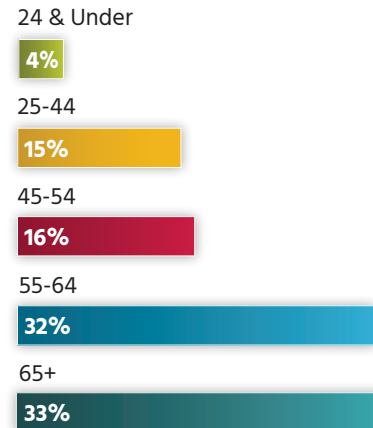
1. **MOST FAVOURITE** — Horse Health, Care, Nutrition
2. Training
3. How-To
4. Farm & Stable Management
5. Canadian Content
6. Industry (business/economy, horse welfare, etc)
7. Rider Psychology
8. New Products, Book/Product Reviews
9. History/Heritage
10. Breed Profiles

Canada's Horse Community is our Niche — stretching far and wide from rural areas to major urban centres, and forming a highly desirable demographic of educated, affluent, and dedicated horse people.

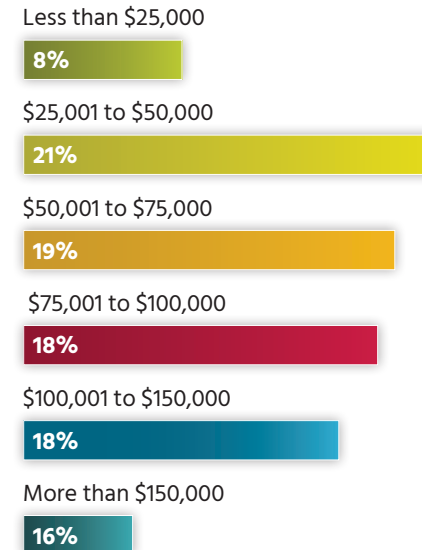
ALL STATISTICS ARE FROM OUR 2020 HORSE INDUSTRY SURVEY

Demographics

CHJ Readers' Age Ranges



CHJ Readers' Annual Household Income



Testimonials

"Nothing will keep me from getting and reading CHJ."

— Kathryn M., Kars, ON

"As long as I'm a horse nut, chances are I'll be reading CHJ. I'm fairly confident that the nuttiness isn't going away any time soon!"

— E. Wain, Whitehorse, YT

"It's a very high-quality publication and something we find as an effective way to reach out to people in the province. It was our very first association partner over 20 years ago, and we've worked consistently with CHJ and watched them grow and flourish to become the largest horse magazine in Canada.

"They have dedicated readers who go to that publication every issue so we find it a very effective vehicle to put our news into and get the message out to members on different things that are happening because it's so well read."

— Lisa Laycock, Executive Director, HCBC

Profile of CHJ Readers

Top 5 Most Participated Industry Activities

- Pleasure rider
- Barn/farm owner/manager
- Competitive rider
- Breeder
- Instructor, coach, trainer, official

Top 5 Most Participated Disciplines

- Natural Horsemanship
- Dressage
- Working (ranch horses, etc.)
- Hunter/Jumper
- Games/Gymkhana

Top 5 Horse Breeds

- Quarter Horse
- Paint
- Thoroughbred
- Arabian
- Miniature

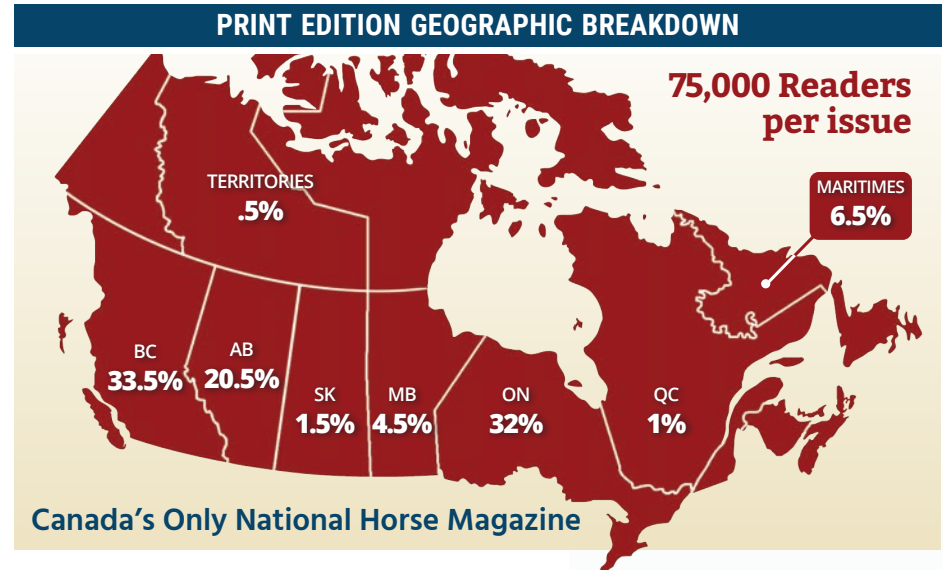
A Snapshot of our Canadian Horse Journal Reader



PHOTO: SHUTTERSTOCK / LINDSAY HELMS

Canadian Horse Journal's Multi-Channel Distribution Program

Canadian Horse Journal's Multi-Channel Distribution Program is designed to reach Canadian horse people of all levels, all disciplines, from the grassroots rider to the elite competitor. Delivering both an industry-leading paid circulation base AND an additional large audience through major targeted and complimentary distribution, our distribution network provides CHJ the flexibility to weather any storm. Now Canada's only national horse magazine, we maintained our leading circulation numbers throughout the COVID-19 pandemic and continue to reach new readers and expand markets for our clients.



What Sets Us Apart?

PAID CIRCULATION (57%)

- 33-year-strong list of Dedicated Subscribers.
- Major Newsstands Coast to Coast — at Chapters, Indigo, Grocery, Bookstores, and more.
- Reduced Subscription Rates offered directly on the membership forms of these Partners:
 - Horse Council BC
 - Canadian Quarter Horse Association
 - Manitoba Horse Council
 - New Brunswick Equestrian Association
 - Nova Scotia Equestrian Federation
 - Equine Association of Yukon



CHJ CONTROLLED CIRCULATION (43%)

- 200+ tack, feed, and equestrian centres distribute 1000s of copies to their patrons.
- 1000s of sponsorship copies distributed at shows and events, nation-wide, year-round.



Our Controlled Circulation Channels Add Value to Your Marketing

"Our customers really enjoy the "perk" of the magazine. It is nice to be able to offer a complimentary magazine for coming to our business. Everything helps to keep clients realizing there are advantages to coming to a brick and mortar store vs always buying on-line. Thank you."

Sharri Crowley,
The Saddle Shack, Mount Forest, ON

"We have heard back from parents and members that they appreciated the magazine, and that the gift kept them informed, and featured new and useful articles all year to help them with their horse management and sportsmanship. We very much appreciate being partnered with Horse Journals."

Louise Kennedy
on behalf Dressage Niagara

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:

Jec A. Ballou
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.

Equine Guelph
Kevan Garecki
Horse transport specialist, commercial driver instructor.

Lindsay Grice
Judge, coach, trainer, specialist in equine behaviour.

Shawn Hamilton
International equine photojournalist.

Alexa Linton
Writer, equine sports therapist, osteopathy student.

Annika McGivern
Mental Performance Consultant.

Jacqueline Louie
Freelance writer and editor.

Sarah Mellings
EC Licensed Competition Coach, trainer.

Tania Millen
Horse industry journalist, scientist, environmental consultant, backcountry rider.

Monique Noble
Photojournalist, writer, competitive reiner.

Dr. Wendy Pearson, Ph.D.
Dr. of Veterinary Toxicology.

Li Robbins
Writer, rider, and former CBC producer.

Kathy Smith
Editor & Publisher, Horse Community Journals, Inc.

Sandra Verda-Zanatta
High Performance Dressage Coach, FEI grand prix rider, EC Coach Developer/Evaluator, Certified Pilates Instructor.

Karen Weslowski, LLP
Miller Thomson.

Western College of Veterinary Medicine

HORSEJournals.com

Market Your Business on Canada's Leading Horse Industry Website

Today's marketers want to reach readers in all market segments regardless of the platforms they use.

Today's readers want informative content that spans websites and digital devices.

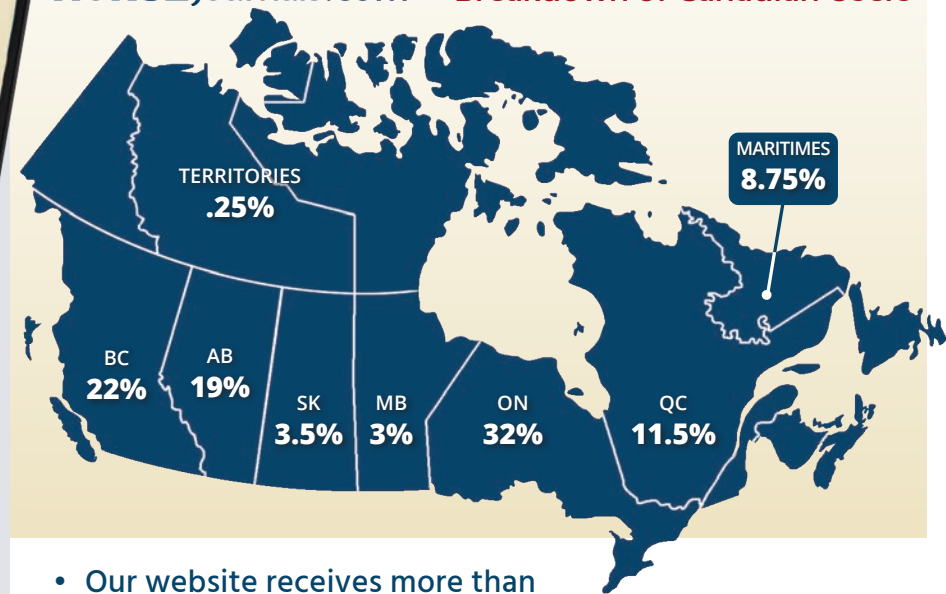
HORSEJournals.com will showcase your business to our huge industry audience. Here horse enthusiasts find a trusted resource of professionally written, high calibre information covering all aspects of horse care, horsemanship, training and property management.



Measure Your Marketing Results in Ad Performance

- ▶ Leaderboard ads average **536,698 unique impressions/year**
- ▶ Box ads average **598,970 unique impressions/year**

HORSEJournals.com – Breakdown of Canadian Users



- Our website receives more than **925,000 page views, 709,000 sessions annually.** (Google Analytics)
- Our website is continually promoted on Social Media to **360,000 fans/followers**, in our Hoofbeat E-Newsletter to more than **13,000 E-Subscribers**, and in Canadian Horse Journal to **75,000 readers.**

Online Display Ads

LEADERBOARD AD — 770 X 220 PX

BOX AD 350 X 300 px

Featured Article: Podcast — Best Horse Practices with Joe Ballou

Featured Blog: 700,000-Year-Old Horse Found in Yukon...

Advertisement: KIOOTI MAKING DAILY WORK EASY

Advertisement: Prepare for Your Mare's Safe and Successful Delivery of Her Foal

Sponsored Content — see page 8



PHOTO: SHUTTERSTOCK / REDAY

E-Newsletter Marketing

Highly Visible Marketing at Affordable Rates

Our E-Newsletter audience is engaged and receptive, and our E-Newsletters enjoy excellent Open and Click-Thru rates (CTR) that are well above the industry average.

Reach our E-Newsletter audience of more than 13,000 active contacts in two ways:

1 Custom E-Newsletters

- Dedicated exclusively to your products and services
- Includes Social Media promotion to 360,000 fans/followers

BANNER AD
IN HOOFBEAT
E-NEWSLETTER



2 Banner Ads in our Hoofbeat E-Newsletter

- Our popular weekly Hoofbeat E-Newsletter featuring new articles, trending news, contests, blogs and polls
- Includes Social Media promotion to 360,000 fans/followers
- High visibility banner ads are placed at the top or in body of the Hoofbeat E-Newsletter



IMPACTIONS

As powerful and vivacious as they may seem, under certain conditions horses are susceptible to some serious health problems. In very little time, these conditions can destroy an animal's vigor and vitality. Quite often, colic can lead to complications that can go as far as death. But the good news is that by adopting a few simple measures, you can prevent most food-related cases, including gas and the most encountered form of colic in horses. The following article will discuss

Water, the too often neglected nutrient

Low water intake remains the most prevalent cause of nutrition-related impaction colic. The following circumstances describe the most common reasons why your horse is reluctant to drink:

1. When the horse's water-saturated pasture is suddenly replaced by dry hay
2. During autumn, and especially in winter, when cold water reduces your horse's water consumption.
3. When the horse is served a new water source, or the watering system is modified

Our E-Newsletter Open Rates are ABOVE the industry average.

CUSTOM E-NEWSLETTERS



Sponsored Content — All Platforms

Connecting with Consumers Through Customized Content

Companies of all sizes are embracing Sponsored Content to reach customers.

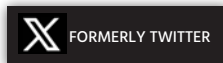
SPONSORED CONTENT explains your products and services in a familiar, user-friendly article format. Readers spend more time engaging with your brand, which in turn leads to better-informed, higher quality customers.

As Canada's leader in new marketing strategies for the horse industry, we have delivered successful Sponsored Content campaigns for our clients for the past five years — backed by our 33 years of experience serving the horse industry.

SPONSORED CONTENT IS PUBLISHED HERE:

HORSEJournals.com

THE Hoofbeat
E-NEWSLETTER



Canadian Horse Journal PRINT OPTION

Choose From a Sponsored Feature Campaign or a Sponsored Profile

Sponsored Feature Campaign

An Article Featuring Your Business and/or Multiple Products and Services — up to 750 words

Choose from **ONLINE & PRINT**, or **ONLINE only**.

Book 2 or More Campaigns, **SAVE 15%**

Sponsored Profile

A Profile of a Single Product or Service — up to 300 words

Choose from **ONLINE & PRINT**, or **ONLINE only**.

Book 2 or More Campaigns, **SAVE 15%**



	SPONSORED FEATURE	SPONSORED PROFILE
Photo(s) and logo	up to 6 photos & logo	1 photo, 1 logo
Article and images linked to your website	✓	✓
Professionally written if needed	✓	✓
Published on HORSEJournals.com for 1 year	✓	✓
Featured in custom dedicated e-newsletter	✓twice	✓once
Shared and Boosted on Social Media	✓twice	✓once
Promoted within Hoofbeat e-newsletter	✓	✓
Professional editing, graphic design, SEO	✓	✓
Analytics reporting at campaign close	✓	✓

Network with a **HUGE** audience on the platforms they use daily:

- 75,000 print readers Canada-wide
- More than 925,000 page views, 709,000 website sessions annually
- 360,000 Social Media fans and followers
- 13,000 subscribers to our E-newsletters

"Everything has been going well. I have **DEFINITELY** noticed an uptick in sales as a result of our e-newsletter blasts with Horse Community Journals.

Some of the items had no sales before those e-newsletter blasts went out, and then, Ta Da! — immediate sales online on Amazon. So, it worked!"

MICHELE, WATSON GLOVES

"We consider Horse Journals a key marketing tool especially as many of our sales are generated online from all across Canada."

SUMMERSIDE TACK & EQUESTRIAN WEAR/THINLINE CANADA

A Client's Sponsored Content campaign



Lammle's - Western Lifestyle Ambassadors for 40 Years

Updated: June 20, 2023
Western, Business & Product Profiles, Promoted Content
Sponsored

"Western fashion is timeless," says Jeff Lammle, whose father Barry started Lammle's Western Wear & Tack 40 years ago. "The Western lifestyle is different for everyone. Whether you live in a rural setting, small town, or big city, Western fashion lends itself to different variations of what it means to dress Western."

Lammle's was created in 1983 when Barry and his ranching neighbours needed a place to buy quality clothing that suited both their working life and off-the-farm outings. Filling that need was the impetus for starting the stores. But there was a hitch.

Social Media Marketing

Horse Community Journals knows how to showcase your products, services, and business to your target market. Establish and grow your interaction with customers, drive traffic to your website, increase sales, answer questions, promote a contest, and reach potential clients

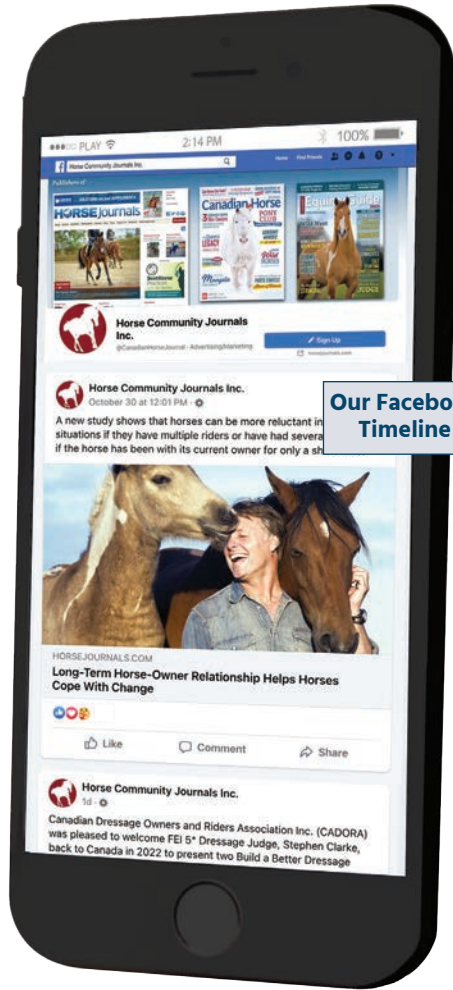
Stand-Alone Boosted Posts

Save 25% when booked with print

Network Your Brand through our huge Facebook (boosted) and Instagram communities, with a post on our pages. Included in Custom E-Newsletter or Sponsored Content Campaigns.

Social Media Management

Experienced Social Media horse industry staff will assist you from start to finish with your social media campaign.



Our Facebook Timeline

Social Media is the perfect medium for customer service:

“When you interact with customers on a one-to-one basis on Social Media, it makes them more loyal. Loyal customers spend more with you, stay with you longer, and tell their friends about you.”

– DAN GINGISS, MARKETING & CUSTOMER EXPERIENCE EXECUTIVE

A Snapshot of our Facebook Audience

360,000 Facebook & Instagram fans & followers!

16.5%
ARE AGES
18-24

35%
ARE AGES
25-34

15.5%
ARE AGES
35-44

13%
ARE AGES
45-54

11%
ARE AGES
55-64

9%
ARE AGES
65+



PHOTO: ISTOCK / JOHNNY GRIEG

From our Readers and Clients

"Picked up the latest issue and read it cover to cover more than once. It's obvious that there's a lot of attention to detail, and you take the time to get it right and care about what you do. Whoever does the layout does a really great job." *S.A., Windsor, ON (subscriber)*

"I just finished relishing the Winter issue of Canadian Horse Journal, and was compelled to send you a note of ongoing, sincere appreciation and respect for all of the fabulous articles. Your well-researched offerings are breathtaking, and the primary reason I subscribe to the magazine."

Ann, Kamloops, BC

"Over the years your publications have always been very educational and professionally written. I have always appreciated the fact that articles were written using factual and scientific information that is geared to helping the horse owner broaden their knowledge. The special interest stories are always well written and enlighten your readers. The quality of the publications has been excellent over the years and continues to improve. The growth you have experienced, I believe, is due to the fact the magazine covers a broad spectrum of the horse industry."

There are very few horse publications that survive the test of time as you have. Congratulations again and keep up the great work, the horse industry needs more people like you moving it forward."

Les Burwash, former Manager of Horse Programs, AB Agriculture



"I just want to say I loved reading about the Acupuncture Therapy, the Colic Surgery and the Hoof Care with the questions you should ask of your farrier in this issue. Please add some more amazing information like that in the next issue."

Olivia Mucci

"You do a better job than all of the US magazines when it comes to health and medical stuff."

Jean Hutfles, USA subscriber



"Please add to my current subscription. Thanks... Great magazine... hard to put down when received."

"Whatever you're doing must be working because I'm almost sold out of ponies."

Dallas Grubenmann, Pferde Traum Farms New Forest Ponies

"Yes, there is something I need!! More hours in a day and more days in a week!! I'm getting lots of work from the ads with you."

AI, CF Fence



"Beautiful, beautiful, beautiful, wonderful issue. I haven't put the darn thing down since the copies arrived."

Dan Wilson, Woodmont Canadians

"It is my pleasure to gratefully acknowledge the years of service that Kathy Smith has provided to the Canadian equine industry through Canadian Horse Journal. By her selection of competent and informed writers, technical staff, and strategic management, Kathy has created and developed the go-to equine publication in Canada."

Bill desBarres, Horse Welfare Alliance of Canada

Are extra services available?

Professional design, included in our rates, will improve your ad response and you'll save the expense of hiring a freelance designer, or wasting hours of your weekend trying to design your own ad.

Do you offer product reviews and press releases?

We provide editorial support to our clients by publishing their news, press releases, and new product information in the print edition, in our Hoofbeat E-Newsletter, on HORSEJournals.com, and on Social Media.

Selected products and new releases are reviewed by knowledgeable and experienced horse people.

If you have a product you'd like us to consider for review, please ask your customer service representative for details.

Products we have reviewed: Mare Support by SciencePure Nutraceuticals (BELOW), and EQyss Crib-Guard (RIGHT).



 **Horse Community Journals Inc.**
Grow Your Business with Us.



Canadian Horse JOURNAL CANADA'S Equine Guide HORSEJournals.com

Contact one of our marketing specialists today.

1-800-299-3799 or (250) 655-8883 • adinquiries@horsejournals.com

www.HORSEJournals.com/advertise

10148 Bowerbank Road, Sidney, V8L 3T9