



The Horse's Hoof: Advertising

The Horse's Hoof Magazine is a 24 page publication dedicated to the barefoot horse and his owner. Each issue is filled with a wide variety of barefoot horse & hoof-related articles—exploring trimming techniques, reporting on barefoot events, revealing exciting stories, and covering all methods and all styles of barefoot horse care. Our readers are a very targeted audience: hoof-obsessed individuals! If you have a hoof related product, advertising in our publication will definitely get you noticed. Our readers are also very interested in natural, holistic, and alternative horse care products.

We have two subscription types: Printed and Online PDF. Beginning with Spring Issue #38, ALL printed subscribers receive the Online PDF version, in addition to their printed copy. Your ads will go twice as far!

There are three types of ads:

- 1) Regular Magazine Ads.** These will be printed on page 22 & 23, and will appear in BOTH the Printed (Black & White) and the Online PDF (Full Color) magazine versions. Limited space for these ads - all ads reserved by payment.
- 2) Back Cover Ads in Full Color.** Ads for the back cover will appear in full color in both the Printed and PDF versions.
- 3) PDF Online Extras Ads.** These will be placed on extra pages at the end of the Online PDF magazine file. They will appear ONLY in the PDF version, not in the printed one - thus I can offer unlimited space and a much cheaper ad rate.

**All prices are for pre-paid ads submitted ready to go!*

REGULAR MAGAZINE ADS

- Appear in both Printed and Online PDF magazine—your website hyperlinks will be added to your PDF ad
- Will be placed on pages 22-23
- Full color in PDF edition, B&W in printed edition (just submit one color ad and we'll take care of the B&W version)
- Space is limited so reserve early!

The Horse's Hoof Magazine - Regular Ad Rates (Printed & PDF) - Per Issue, pre-paid:

Ad size	Price	Dimensions
1/2 Page	\$300.00	8" wide x 4 7/8 (4.875)" high
1/4 Page	\$150.00	3 7/8 (3.875)" wide x 4 7/8 (4.875)" high
1/8 Page	\$75.00	3 7/8 (3.875)" wide x 2 3/8 (2.375)" high

BACK COVER COLOR ADS

- Appear in FULL COLOR in both Printed and Online PDF—your website hyperlinks will be added to your PDF ad
- Will be placed on pages 24, back cover of Printed magazine
- Full Page Back Cover must be reserved very early!

Ad size	Price	Dimensions
FULL PAGE	\$900.00	8" wide x 10.25" high
1/2 Page	\$450.00	8" wide x 4 7/8 (4.875)" high
1/4 Page	\$225.00	3 7/8 (3.875)" wide x 4 7/8 (4.875)" high

PDF ONLINE EXTRAS ADS

**All prices are for pre-paid ads submitted ready to go!*

- Online Extra ads appear in PDF magazine ONLY (NOT in print)—your website hyperlinks will be added to your PDF ad
- Ads will be placed at the end of regular PDF magazine pages.
- All PDF ads in FULL COLOR

The Horse's Hoof Magazine - PDF Online Extras Ad Rates (PDF Only) - Per Issue, Pre-paid

Ad size	Price	Dimensions
Full Page	\$100.00	8" wide x 10.25" high
1/2 Page	\$50.00	8" wide x 4 7/8 (4.875)" high
1/4 Page	\$25.00	3 7/8 (3.875)" wide x 4 7/8 (4.875)" high

Ad Format

Please provide ads in PDF (preferred), EPS, or JPEG format. Other formats might be okay, just check with me first. For additional fees, I can design and build ads - but only as my time allows! Advertising content is subject to approval!

Tip: for best appearance in the **low res PDF** file of THH, it is advisable that you supply a PDF file of your final ad with the type created in a vector layout program (and not as part of the photo). The low res PDF file results in compression of all photos, so type will be blurry if it is part of the photo. This does not affect the high res PDF, or the printed version.

Ad Deadlines

Spring Issue—released on 1st day of Spring in March

Deadline: February 20—Ad needs to be supplied to me, and payment due to secure space.

Summer Issue—released on 1st day of Summer in June

Deadline: May 20—Ad needs to be supplied to me, and payment due to secure space.

Fall Issue—released on 1st day of Fall in September

Deadline: August 20—Ad needs to be supplied to me, and payment due to secure space.

Winter Issue—released on 1st day of Winter in December

Deadline: November 20—Ad needs to be supplied to me, and payment due to secure space.

Distribution

The Horse's Hoof Magazine is published quarterly, with new issues released on the first day of every season of the year. Our printed circulation as of May 2010 is 1500 copies per issue; PDF circulation is 1200 copies per issue. Most printed issues are distributed to subscribers, with the remainder going out to bulk purchases, groups and events.

Payments

For your convenience, online payment using credit card (Visa, Mastercard, AMEX or Discover) or Paypal is now available on our advertising page: http://thehorseshoof.com/THH_Advertising.html

You may also send a Paypal Payment to editor@TheHorsesHoof.com or mail a check to our P.O. Box above.

Thank you for supporting The Horse's Hoof!