



## The Horse's Hoof: Advertising 2017

**The Horse's Hoof Magazine** is a 40-50 page (or more!) Online Publication—as always, dedicated to the barefoot horse and better horse care. Each issue is filled with a wide variety of barefoot horse care related articles—trimming, health, diet & nutrition, hoof boots & protection, bitless riding and training, equine behavior, with unique articles by experts and horseowners. Our readers are a very targeted audience: hoof-obsessed individuals! If you have a hoof related product, advertising in our online publication will definitely get you noticed. Our readers are also very interested in natural, holistic, alternative horse care products, and bitless bridles. Our magazine is a convenient, **easy to print PDF file**, so your ads get carried around. We also have options for highly visible advertising on our extremely popular website—always at the top of “barefoot” key word searches.

**You will receive FREE social media mentions on Facebook & Twitter! Choose your ad type:**

- 1) Standard Ads** (in Full Color). These ads will be placed in optimal viewing locations throughout the magazine (prime locations in front pages). Inside front cover (page 2) can be reserved for **50% extra charge** (priority to full page ads).
- 2) Marketplace Ads** (in Full Color). These ads will be placed in the “Marketplace” section in back of the magazine.
- 3) Website Banner Ads** (in Full Color). These ads appear on [www.thehorseshoof.com](http://www.thehorseshoof.com) on the home page. They also appear on the subscription membership pages where the magazine is downloaded. All ads click through to your website.

### STANDARD ADS

- Appear in **FULL COLOR** in optimal viewing locations throughout the magazine (prime locations in front pages).
- Your website hyperlink will be added to your ad, so customers can click through to your website.
- This is an electronic magazine ad (not a website ad)! You will receive **FREE** social media mentions (Facebook/Twitter)!
- Prices are for pre-paid ads, submitted ready to go. 10% discount for prepaid multiple ads (3 or more issues).

Ad size	Price per issue	Dimensions
Full Page	\$300.00	8.5” wide x 11” high (bleed okay)
1/2 Page	\$150.00	8” wide x 4 7/8 (4.875)” high
1/4 Page	\$75.00	3 7/8 (3.875)” wide x 4 7/8 (4.875)” high

### MARKETPLACE ADS

- Appear in **FULL COLOR** in the “Marketplace” section, in the back of the magazine. Multiple ads per page.
- Your website hyperlink will be added to your ad, so customers can click through to your website.
- This is an electronic magazine ad (not a website ad)! You will receive **FREE** social media mentions (Facebook/Twitter)!
- Prices are for pre-paid ads, submitted ready to go. 10% discount for prepaid multiple ads (3 or more issues).

Ad size	Price per issue	Dimensions
FULL Page	\$150.00	8.5” wide x 11” high (bleed okay)
1/2 Page	\$75.00	8” wide x 4 7/8 (4.875)” high.
1/4 Page	\$40.00	3 7/8 (3.875)” wide x 4 7/8 (4.875)” high.
1/8 Page	\$20.00	3 7/8 (3.875)” wide x 2 3/8 (2.375)” high.

## WEBSITE BANNER ADS

- Website Banner Ads appear on [www.thehorseshoof.com](http://www.thehorseshoof.com) on the home page; Small and Medium appear in the right side ad area. Large will appear right at the very top of the home page. All ads click through to your website.
- Your ad artwork/logo can usually be scaled to fit the dimensions. Plus, **FREE** social media mentions (Facebook/Twitter)!
- Prices are for pre-paid ads, submitted ready to go. 10% discount for prepaid multiple ads (3 or more months).

Ad size	Price	Dimensions
Small	\$50/month or 135/quarter	120 wide x 120 high pixels
Medium	\$100/month or 270/quarter	120 wide x 240 high pixels
Large	\$200/month or 540/quarter	Up to 500 wide x 120 high pixels

### 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 very best type appearance, 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.

### Ad Deadlines

**Spring Issue**—released on April 1st

Deadline: February 28—Ad needs to be supplied to me, and payment due to secure space.

**Summer Issue**—released July 1st

Deadline: May 31—Ad needs to be supplied to me, and payment due to secure space.

**Fall Issue**—released on October 1st

Deadline: August 31—Ad needs to be supplied to me, and payment due to secure space.

**Winter Issue**—released on January 1st

Deadline: November 30—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 every 3 months. Our circulation is 4,000 electronic copies per issue, with an estimated double exposure (+8,000) from shared copies and articles.

### Sample Copy

You can access a free sample copy of our publication here: [http://thehorseshoof.com/sub\\_preview.html](http://thehorseshoof.com/sub_preview.html)

### Payments

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

You may also send a Paypal Payment to [editor@TheHorsesHoof.com](mailto:editor@TheHorsesHoof.com) or mail a check to our P.O. Box above.