

ISSUE	THEME	FEATURES	BOOKING DEADLINE
February	<i>Breeding Issue</i>	Stallion Roster, Mare & Foal Care Royal Results	December 7, 2009
March	<i>Farm & Business Management</i>	Insurance, Legal Advice, Fencing <i>Bonus Distribution – Can Am Trade Show (ON)</i>	January 8, 2010
April	<i>Careers & Vacation</i>	Travel, Healthcare, Education <i>Bonus Distribution – Mane Event (AB)</i>	February 10, 2010
May	<i>Horse Shows</i>	Apparel, Sports Medicine, Winter Circuit Results	March 10, 2010
June	<i>Hunter/Jumper</i>	Tack, Grooming, Saddle Showcase Dressage & Jumping World Cup Finals	April 9, 2010
July	<i>Eventing</i>	Natural Horse Care, Event Training Rolex Three-Day Event Results	May 10, 2010
August	<i>Dressage</i>	Dressage Training, Hoof Care	June 10, 2010
September	<i>Country Living</i>	WEG Preview, Nutrition, Lifestyle <i>Bonus Distribution – Spruce Meadows Masters (AB)</i>	July 9, 2010
October	<i>Equine Art & Gifts</i>	Blankets, Trailers, Canadian Artists <i>Bonus Distribution – Mane Event (BC)</i>	August 10, 2010
November	<i>Royal Preview</i>	WEG Results, Royal Preview, Spruce Meadows Masters Results <i>Bonus Distribution – Royal Winter Fair (ON)</i>	September 10, 2010
December	<i>Breeding Issue</i>	Stallion Roster, Mare & Foal Care, Winter Horse Care	October 12, 2010

READER FACTS

MISSION: For the competitive rider, Horse Sport covers equestrian competition of the Olympic disciplines.

FREQUENCY: 12 issues (including The Canadian Horse Annual)

READER DEMOGRAPHIC:

Women - 95%

Average number of horses owned - 5

Where horse is boarded - own farm 45.4%

- boarding stable 47%

- other 7.6%

Reader loyalty - 98.5% keep issues for 2 years or more

- 54.6% have subscribed for more than 5 years

Purchasing power - 72.4% bought products after seeing ads in Horse Sport

Acres owned - 10 acres and under, 51%

- 10 - 50 acrew, 20%

- over 50 acres, 18%

source: reader survey 06/06

