

ISSUE	DESCRIPTION	BOOKING DEADLINE
March/April	Travel, Vacation, Hoof Care Bonus distribution: Can-Am Show (ON) and Mane Event (AB)	January 14, 2011
May/June	Farm Management, Rural Equipment, Grooming Bonus distribution: Summer Horse Shows, Fairs & Charity Events	March 18, 2011
July/August	Tack, Apparel, Trail Riding Bonus distribution: Summer Horse Shows, Fairs & Charity Events	May 18, 2011
Sept/Oct	Natural Health and Horsemanship, Trailering Fall/Winter Wear Bonus distribution: Spruce Meadows Masters & Trade Shows	July 19, 2011
Nov/Dec	Nutrition, Winter Horse Care, Gift Ideas Bonus distribution: Royal Agricultural Winter Fair & Alberta Horse Owners and Breeders Conference	September 16, 2011

Canadian Horse Annual 2012
 Special distribution: Special ad rates
 Ad Booking Deadline: October 31, 2011



READER FACTS

MISSION: The family horse magazine focusing on health, behaviour, training and farm management topics.

FREQUENCY: 6 issues including The Canadian Horse Annual

READER DEMOGRAPHIC:

- Women - 88% Male - 12%
- English 57% • Western 71% • Driving 16%
- Average horses owned - 2 - 5
- Where horses are boarded - own farm, 56%
 - boarding stable, 26%
 - other, 5.4%
- Purchasing power - 52.2% bought products after seeing ads in Horse-Canada
 - 50% own their own trailers
- Annual Buying Habit - 67% tack and grooming supplies
 - 64% feed and medical products
 - 54% riding apparel
 - 52% feed supplements
 - 43% blankets

source: reader survey 06/06