

ISSUE	THEME	FEATURES	BOOKING DEADLINE
February	<i>Breeding Issue</i>	<b>Mare &amp; Foal Care</b> <b>Royal Results</b>	<b>December 7, 2010</b>
March	<i>Farm &amp; Business Management</i>	<b>Insurance, Legal Advice, Fencing</b> <i>Bonus Distribution – Can Am Trade Show (ON)</i>	<b>January 7, 2011</b>
April	<i>Careers &amp; Vacation</i>	<b>Travel, Healthcare, Education</b> <i>Bonus Distribution – Mane Event (AB)</i>	<b>February 10, 2011</b>
May	<i>Horse Shows</i>	<b>Apparel, Sports Medicine, Winter Circuit Results</b>	<b>March 10, 2011</b>
June	<i>Hunter/Jumper</i>	<b>Tack, Grooming, Saddle Showcase</b> <b>Dressage &amp; Jumping World Cup Finals</b>	<b>April 8, 2011</b>
July	<i>Eventing</i>	<b>Natural Horse Care, Event Training</b> <b>Rolex Three-Day Event Results</b>	<b>May 10, 2011</b>
August	<i>Dressage</i>	<b>Dressage Training, Hoof Care</b>	<b>June 10, 2011</b>
September	<i>Country Living</i>	<b>Nutrition, Polo Lifestyle</b> <i>Bonus Distribution – Spruce Meadows Masters (AB)</i>	<b>July 8, 2011</b>
October	<i>Equine Art &amp; Gifts</i>	<b>Canadian Artists</b> <i>Bonus Distribution – Mane Event (BC)</i>	<b>August 10, 2011</b>
November	<i>Royal Preview</i>	<b>Royal Preview,</b> <b>Spruce Meadows Masters Results</b> <i>Bonus Distribution – Royal Winter Fair (ON)</i>	<b>September 9, 2011</b>
December	<i>Breeding Issue</i>	<b>Stallion Roster, Pan-Am Coverage</b> <b>Winter Horse Care</b>	<b>October 10, 2011</b>



### READER FACTS

**MISSION:** Horse Sport magazine is dedicated to providing the competitive equestrian with the most thorough and timely reporting and analysis of the events, trends and issues that impact their world. With an emphasis on the Olympic disciplines of show jumping, dressage and eventing, Horse Sport is an invaluable resource for news relating to the horse industry, training advice from professionals, profiles of top riders, equine health issues and other topics important to owners, riders, trainers, breeders and coaches.

**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

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