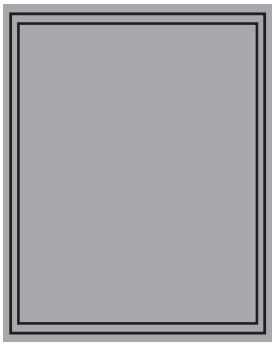
2019 MEDIA KIT

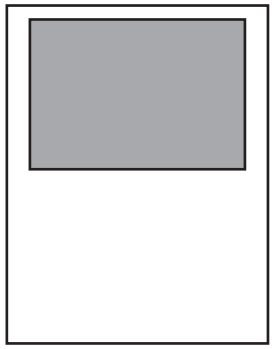
THE OFFICIAL PUBLICATION OF THE PASO FINO HORSE ASSOCIATION

HORSE WORLD Paso Fino

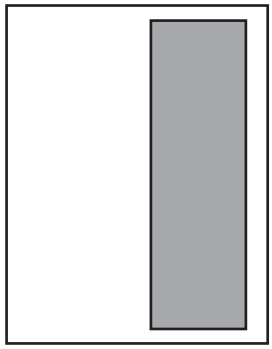
Advertise with the
PREMIER PASO FINO MAGAZINE



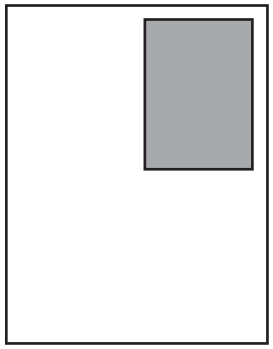
Full Page
Trim 8.375" x 10.875"
Bleed 8.625" x 11.125"



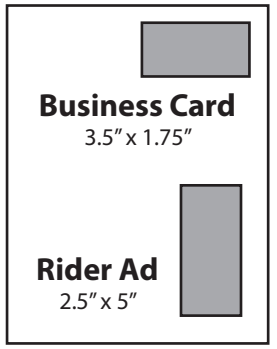
Half Page Horizontal
7.5" x 5"



Half Page Vertical
3.5" x 9.5"



1/4 Page
3.5" x 4.875"



Business Card
3.5" x 1.75"

Rider Ad
2.5" x 5"

SENDING FILES

To send files via email: **pfhweditor@pfha.org**

SENDING EDITORIAL FILES

Story/article submissions are preferred as a Word document with date, title and author listed at the top.

ACCEPTABLE AD FILE FORMATS

Advertisements may be sent in TIFF, JPG, PDF (fonts embedded), EPS (fonts outlined). Color images should be cmyk.

Please Note: TIFF or JPG files should be at least 300 DPI. The Publisher reserves the right to reject or cancel any advertisement that does not meet the Publisher's standards, for any reason at any time.

We cannot accept ads as: Microsoft Publisher files, Powerpoint, Word or Corel.

AD/CONTENT DEADLINES

ISSUES	AD COPY
January/February	December 1
March/April	February 1
May/June	April 1
July/August	June 1
September/October	August 1
November/December	October 1

January/February (BREEDING ISSUE)
PFHA Top 10 Sires and PFHA Top 10 Dams

March/April (GELDING ISSUE)
PFHA Top 10 Geldings

May/June (YOUTH ISSUE)

July/August (TRAIL ISSUE)
Top 10 Pasos For Pleasure and High Point Trail Awards

September/October (NATIONALS ISSUE)
Grand National Championship Show Information

November/December (NATIONALS SHOW RESULTS ISSUE)
Grand National Show Highlight of Champions

2019 PRINT ADVERTISING RATES

AD SIZES	WIDTH	HEIGHT
Full Page Bleed	8.625"	11.125"
Full Page No Bleed	8.5"	11"
1/2 Page Horizontal	7.5"	5"
1/2 Page Vertical	9.5"	3.5"
1/4 Page	3.5"	4.875"
Business Card	3.5"	1.75"
Rider Ad	2.5"	5"

AD RATES	1x	3x	6x
		3x & 6x ads must be consecutive	
PREMIUM ADVERTISING: Front Cover	$1,600		
Cover Package**	$1,900		
Back Cover	$900		
Inside Front Cover	$900		
Inside Back Cover	$900		
2 Page Spread	$880		
Full Page	$555	$495	$445
1/2 Page	$390	$335	$280
1/4	$280	$225	$170
Business Card (6 issues)			$285
NEW! Rider Ad	$99		

***Includes Front Cover plus One Full Page Color.*
Advertising rates do not include ad design fees.
PFHA reserves the right to change these rates at any time without notice.

"Rider Ad" refers to an advertisement for a youth, amateur or trainer.
(Example: Thank you to a trainer, Good Luck to an exhibitor). Horse, farm and eqiune related products do not qualify for Rider Ads.

PFHA REGION AD RATES

Full Page	$255
1/2 Page	$175

Discounted rates are not applicable for premium advertising.

CLASSIFIEDS

80¢ per word.
Thumbnail photo $10 additional

ADVERTISING AND EDITORIAL CONTENT

For Advertising and Editorial content information only:

Contact by email: **pfhweditor@pfha.org**

Contact by phone (text or call): **813-843-0182**

SUBSCRIPTION INFORMATION

Contact by email: **info@pfha.org**

Contact by phone: **(859) 825-6000**

HORSE WORLD
Paso Fino
The Official Publication of the Paso Fino Horse Association

The official publication of the Paso Fino Horse Association, with the purpose to advance the knowledge and education of the public and members about horses of the Paso breed. Reach this targeted group of decision makers with your message.

6 Issues per year with an average print circulation of 3,500 per issue plus distribution to horse shows, equine events and over 25,000-50,000+ post reaches per issue through social media campaigns.

ADVERTISE TODAY!

Start sharing your stallion, mare, sales horses, farm or equine related products and services with Paso Fino enthusiasts.