

MEDIA
KIT

2021



APPALOOSA
JOURNAL 

appaloosa journal

Established in 1946, *Appaloosa Journal* is one of the oldest and most trusted equine publications in the industry. As the official publication of the international registry for Appaloosa horses (est. 1938), it is delivered to every member of its association in 62 countries around the world.

Appaloosa enthusiasts are as unique and versatile as the breed they love. They compete in nearly every discipline available, from dressage to mounted shooting. The pages of *Appaloosa Journal* are a showcase of the many trends and styles our readers love, and a perfect example of what our readers are so passionate about—color, style, versatility and beauty.



KRISTEN REITER

Mission Statement

To honor the heritage and promote the future of the Appaloosa horse.

readership & circulation

Demographics

Our readership includes men and women of all ages—typically college educated, living in a two-person household and owning three or more horses.

89% female

56% age 45-64

45% earn an income greater than \$100,000 per year, and own an average of 5 horses

Purchasing Power

Average monthly circulation is 9,500

84% of our readers regularly visit Appaloosa Journal advertiser websites

63% have recently purchased from Appaloosa Journal advertisers

43% plan to purchase a large-ticket item in the coming 12 months

Loyalty

77% have been receiving Appaloosa Journal for more than six years

65% save their issues for at least two years

50% save their issues for four or more years

73% have owned Appaloosas more than 10 years

84% own more than one Appaloosa

Hands down I have had the best return on advertising in the *Appaloosa Journal*. We have an overwhelming response to our products featured, and continue to get readers signing up to follow our company. We love the staff and will continue to work with them!

—Shana Gibson, *Modern Cowgirl*





JIM BORTVEDT

advertising opportunities

Premium Color

	1-Time	3-Time	1-Year
Two-Page Spread	\$1,845	\$1,755	\$1,665
Full Page	\$960	\$923	\$863
2/3 Page	\$772	\$735	\$698
1/2 Page	\$615	\$593	\$555
1/3 Page	\$525	\$495	\$473
1/4 Page	\$390	\$375	\$360
1/6 Page	\$275	\$260	\$245
1/8 Page	\$150		
1/12 Page Market Ad	\$85	\$80	\$75

Creative Opportunities

Rollouts, gatefolds, ride-alongs, cover stickers and other specialty options are available and will add an unforgettable style to your ad. Contact us for samples and pricing.

Our long-time relationship with *Appaloosa Journal* and the ApHC has enabled us to achieve our objectives of building relationships with Appaloosa horse owners, and learn more about this popular breed and its members so Featherlite can better serve its customers.

—Randy Lewis, Featherlite Trailers

Covers

	1-Time
Tip-on Front Cover	\$3,000
Inside Front Cover	\$1,250
Inside Back Cover	\$1,250
Back Cover	\$1,420

Contract Perks

Sign a full year contract and receive the following complimentary with the price of your ad:

- Market Text Listing

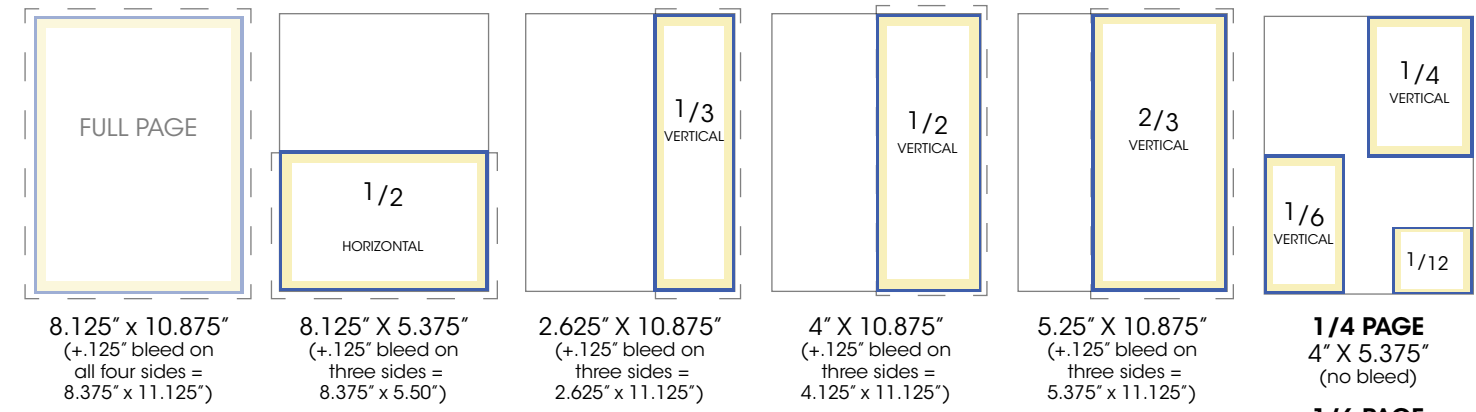
MARKET TEXT LISTING: \$35/month

Buy 5 Full pages in one issue, get a 6TH PAGE FREE.

A 15% DISCOUNT will apply for art submitted camera-ready.



specs & submission calendar



Submission Guidelines

FORMAT: High resolution JPG or PDF is the preferred format. All files must be CMYK and a minimum resolution of 300 dpi.

LIVE AREA: All type and logos should remain inside 0.375" from the edges of the document to prevent being trimmed.

BLEEDS: All files should be formatted with 0.125" around each edge of the document to allow for placement.

Submission Calendar

SPRING

SPACE: Feb. 1 MATERIALS: Feb 8
2021 World Show Coverage

MAY/JUNE

SPACE: March 29 MATERIALS: April 6

JULY/AUGUST

SPACE: May 17 MATERIALS: May 24
National Show Preview

SEPTEMBER/OCTOBER

SPACE: July 19 MATERIALS: July 26
Foal & Yearling Showcase

NOVEMBER/DECEMBER

SPACE: Sept. 13 MATERIALS: Sept. 20
World Show Preview

WINTER 2021-2022 STALLION DIRECTORY

SPACE: Nov. 22 MATERIALS: Nov. 29



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