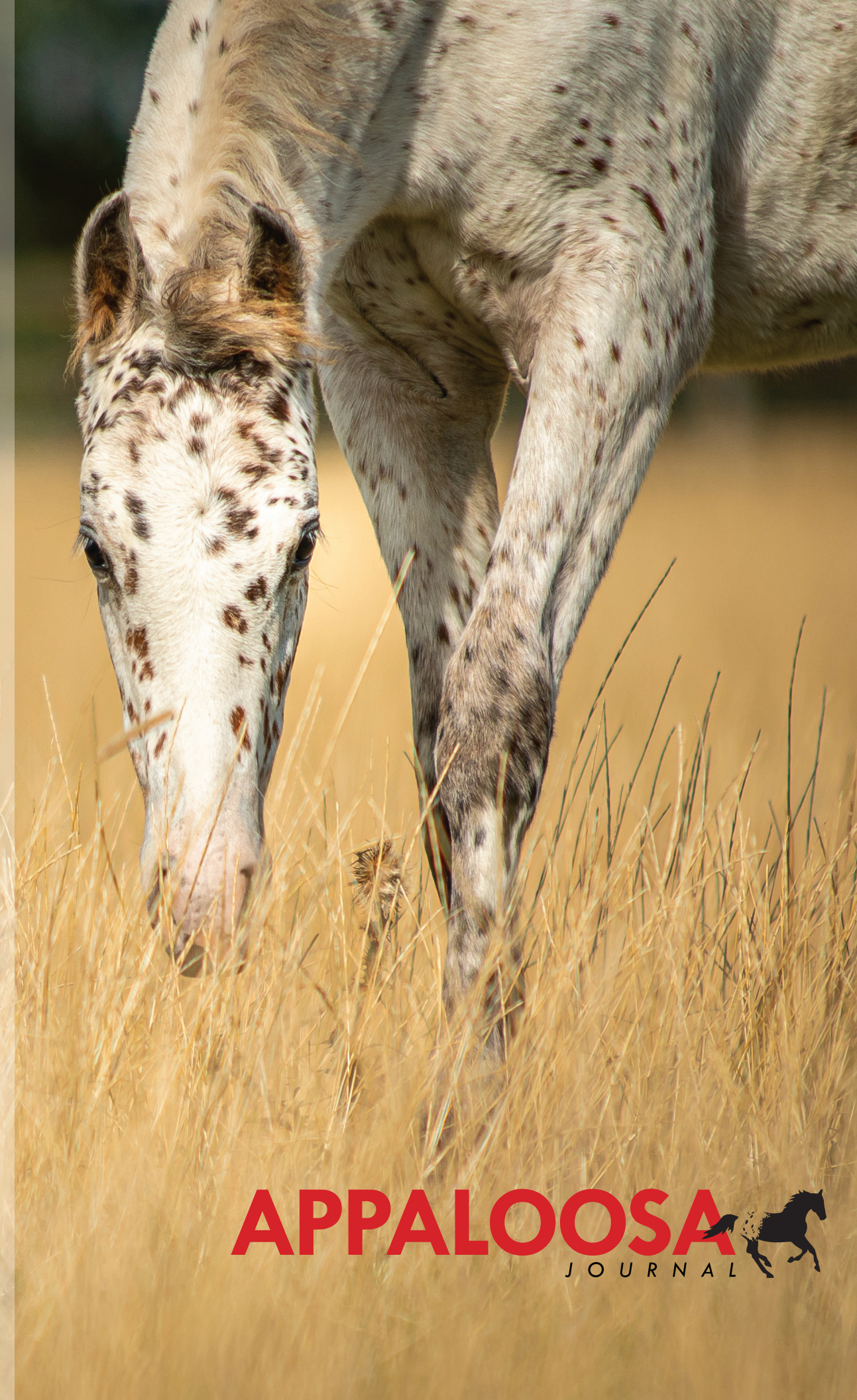


ADVERTISING



APPALOOSA
JOURNAL 

OUR MISSION

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

Established in 1946, the *Appaloosa Journal* is one of the oldest and most trusted equine publications in the industry. As the official award-winning publication of the Appaloosa Horse Club, the *Appaloosa Journal* is distributed to every member of the association in 62 countries around the world.

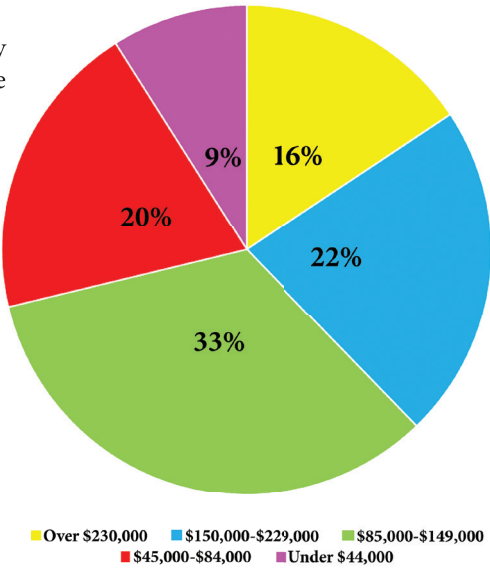
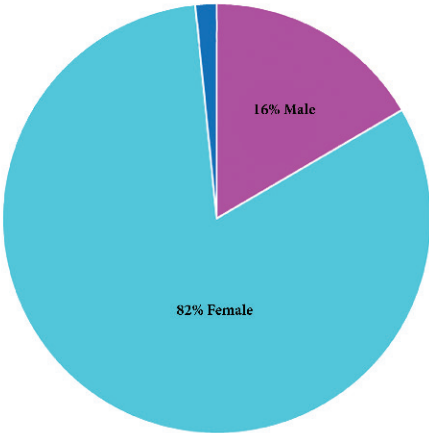
Appaloosa enthusiasts are as unique and versatile as the breed they love. They compete in nearly every discipline available from Dressage to mounted shooting and are even seen out traversing the country on trail rides. The pages of the Appaloosa Journal showcase the many trends and styles that our readers love and is a perfect example of what our readers are passionate about — color, style, versatility, history, and beauty.



MEET YOUR AUDIENCE

DEMOGRAPHICS

Our readership is made up of men and women of all ages— typically college-educated with a two-income household, and own three or more horses.



LOYALTY

- 77% have been receiving the *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

PURCHASING POWER

- 84% of readers visit advertiser websites
- 63% of readers have recently purchased from advertisers
- 43% of readers plan to purchase a big ticket item in the next 12 months





ADVERTISING OPPORTUNITIES

FULL COLOR ADS price per issue

	1 Issue	2 Issues	4 Issues
Two-Page Spread	\$1700	\$1600	\$1400
Full-Page	\$850	\$800	\$700
1/2 Page Horizontal	\$500	\$475	\$425
1/4 Page Vertical	\$425	\$400	\$375
1/6 Page	\$325	\$310	\$295
1/12 Page Market Ad	\$100	\$85	\$75
Business Card	\$65	\$65	\$65

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 pricing information.

CONTRACT PERKS

Commit to a full year (4 issues) and receive a complimentary Market Text Ad Listing for an entire year.

PREMIUM OPTIONS

- Inside Front Cover\$1100
- Inside Back Cover\$1100
- Back Cover\$1300
- Opposite TOC15% surcharge
- Opposite Masthead15% surcharge
- Opposite 1st Feature15% surcharge
- Ad Design25% surcharge

TEXT-ONLY ADS

Market Text Ad \$50 per issue; 2 issue minimum.
One complimentary ad change included.

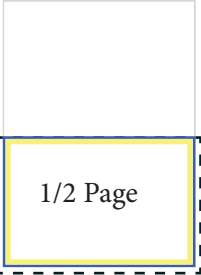
* Purchase 5 full-page ads in one issue, GET A 6TH ONE FREE



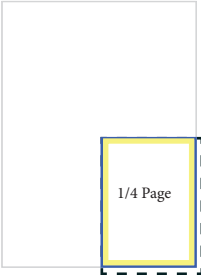
SPECS AND SUBMISSION CALENDAR



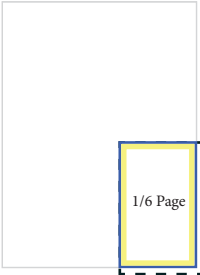
8.125" X 10.875"
(+ .125" on all four sides
= 8.375" x 11.125")



8.125" X 5.375"
(+ .125" on three sides
= 8.375" x 5.5")



4" X 5.375"
(+ .125" on two sides
= 4.125" x 5.5")



2.625" X 5.375"
(+ .125" on two sides
= 2.75" x 5.5")



2.125" X 2.25"
(no bleed)

SUBMISSION GUIDELINES

FORMAT: High resolution JPEG or PDF is the preferred format. All files must be CMYK and have a minimum resolution of 300 DPI
LIVE AREA: All text and logos should be within 0.375" of the trim size of the document to avoid being trimmed.
BLEEDS: All files should be formatted with 0.125" around each edge of the document for placement.
MATERIAL SUBMISSION: All files should be submitted to marketing@appaloosa.com by 5pm PST by the material deadline.

SUBMISSION SCHEDULE

SPRING

2023 World Show Recap
National Show Preview

Space Reservation: April 1, 2024
Material Deadline: April 17, 2024



SUMMER

Race, Trail, and Endurance
Foal Showcase

Space Reservation: July 10, 2024
Material Deadline: July 23, 2024



FALL

World Show Preview
National Show Recap
Stallion Directory

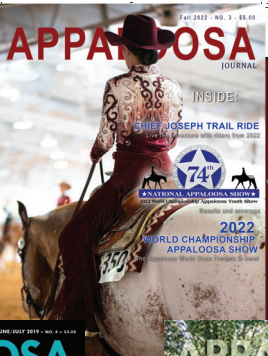
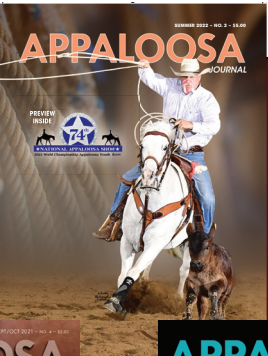
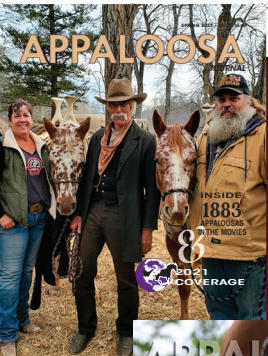
Space Reservation: August 16, 2024
Material Deadline: August 30, 2024



WINTER

Breeding
2024 World Show Recap

Space Reservation: November 21, 2024
Material Deadline: December 6, 2024



DIRECTOR OF MARKETING

Amber Miller
(208) 882-5578 Ext. 273
Marketing@Appaloosa.com

APPALOOSA 
JOURNAL

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