



2012 media kit

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howBiz magazine is focused on the fast paced hunter-jumper industry and is complimentary throughout the West Coast. With a print distribution of 7500, a web viewing of over 3000 an issue and growing, it can be found at West Coast horse shows, major tack stores and show jumping training barns throughout the west. With a large subscription base encompassing the entire country and Europe, ShowBiz is considered the flagship publication for the industry.

The easy to read, interesting, educational quality of ShowBiz makes it a must have for every barn, the coffee tables of the readers, horse show tack vendors and the wide variety of Professionals that make this industry function.

Strategically, the pass-on rate of approximately 4-5+ readers per issue, makes ShowBiz an instrumental part of disseminating information to businesses, clients, professionals, horse shows and indeed the nation.

Quickly recognized throughout the West Coast as THE magazine of our sport, ShowBiz prides itself on insightful articles, one of a kind interviews, news breaking reporting and a must read for people involved with horses that jump.

ShowBiz is a full color magazine, published every other month. Each issue's distinct cover will showcase a selected horse/rider/judge/show manager/owner/parent/Junior/Amateur that has accomplishments above and beyond normal.





2012 ADVERTISING RATES, DEADLINES & SPECIFICATIONS

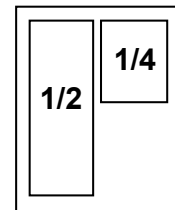
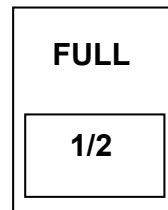
Full Color Magazine published bi-monthly.

Magazine size flat: 11" x 17" - Magazine size finished: 8 1/2" x 11"

| Display Ads | Ad size (w" x h") | 1x | 3x | 6x |
|--|--|-----------|-----------|-----------|
| Full Page | 8.75" x 11.25" (bleed area) 8.5" x 11"(trim size) 8" x 10.5" (safe area) | \$800 | \$775 | \$725 |
| Half Page Horizontal | 7.25" x 4.5" | \$500 | \$475 | \$450 |
| Half Page Vertical | 3.5" x 9.5" | \$500 | \$475 | \$450 |
| Quarter Page Vertical | 3.5" x 4.5" | \$300 | \$290 | \$280 |
| Directory Ads | Ad size (w" x h") | 1x | 6x | |
| Business Card (includes text listing) | 3.5" x 2" | \$100 | \$450 | |
| 3" In-Column Box | 1.56" x 3" | \$75 | \$400 | |
| Business Listing | 6 lines maximum | \$ 50 | \$250 | |
| Online Ads | Ad size (w" x h") | 1x | 6x | |
| Banner on Home Page w/Link | 350 x 125 (pixels) | \$ 200 | \$1000 | |
| Button on Home Page w/Link | 175 x 125 (pixels) | \$ 100 | \$500 | |
| Specials | | | | |
| #1 - Buy 5 or more pages and get an extra full page free to promote your <u>business</u> . | | | | |

Prime locations(on approval):

Front Cover - \$3,000
 Inside Front Spread(2 pgs) - \$2000
 Back Cover - \$2000
 Inside Back Cover - \$1000



| ISSUE | RELEASE | DEADLINE FOR SPACE & MATERIALS |
|-------------|----------|--------------------------------|
| Winter | February | January 10th |
| Spring | April | March 10th |
| Summer | June | May 10th |
| Spotlight | August | July 10th |
| Fall | October | September 10th |
| Celebration | December | November 10th |

SUBSCRIPTIONS(1 YR) - \$50 - within UNITED STATES \$70 - INTERNATIONAL

* ShowBiz accepts already created artwork, or we can create an ad for you at an additional fee.

AD DESIGN RATES AND TECHNICAL REQUIREMENTS

Horse ShowBiz has partnered with Working Lens Productions to offer high end, but affordable, graphic design services to the ShowBiz advertiser. Make the most of you advertising dollars and do it right!

| <i>Ad Size:</i> | <i>Design Rate*</i> |
|---|---------------------|
| Full Page | \$240 |
| Half Page | \$200 |
| Quarter Page | \$150 |
| Business Card | \$70 |
| Online Banner | \$100 |
| Online Button | \$50 |
| <i>*Please Note: Additional fees apply for scanning and/or extensive editing of photos and for online ad animation features. **A Rush Charge may apply for late items or last minute advertisers.</i> | |

***Templates:** We offer templates as a way for our many advertisers who run repeat or multiple pages, to save money on ad layout and design. Templates are ad layouts based on a certain number of pictures per page in a particular format, up to a maximum of 4 pictures, with the background remaining the same. For example, one picture per page for a 1-Pic Template, two pictures per page for a 2-Pic Template. Once you have paid for the design of a specific template, you can change out the picture(s) and text for \$100 for 1 & 2-pic templates, and \$150 for 3 & 4-pic templates. Additional fees apply for template adjustments and late submissions.

Ads created for ShowBiz are not to be reproduced in any way, without express consent and release from Horse ShowBiz and Working Lens Productions. Ads may be used outside of ShowBiz for a one-time use fee. Please contact Working Lens for details at 805-427-1359.

ShowBiz cannot guarantee print quality on scanned or low resolution images. We highly recommend, having a high quality digital image sent via email or disc. Too poor quality photos may be rejected.

Artwork Submission and Technical Guidelines:

- **Acceptable file formats** include high-resolution (300 dpi or higher) PDF or TIFF formats.
- **DO NOT** compress files or include crop marks. Ads must be in CMYK color format.
- **Spreads** must be provided in single 8.5" x 11" page format.
- **If sending multiple page files**, include whether it is a left or right page start and position in sequence.
- **If you are emailing** a picture or camera ready ad, **DO NOT** reduce the file size for email.
- **Files less than 15 MB**, may be emailed to: iris@workinglens.com .
- **Files larger than 15 MB** may be emailed to workinglensjd@gmail.com or also uploaded to our ftp site at:
ftp.showbizcalifornia.com / Login: showbizuploads / Password: california

WHEN SENDING MATERIALS FOR ADS, PLEASE INCLUDE COPY, PHOTOS, PHOTOGRAPHER COPYRIGHTS, LOGO & BARN COLORS(IF APPLICABLE).

Please email all ad materials to iris@workinglens.com or mail to:
Working Lens Productions, 167 N. Pueblo Avenue, Ojai, CA 93023

For help sending your materials and for all technical questions please call Iris with Working Lens Productions at (805) 427-1359 or email us at iris@workinglens.com.

Distribution

Horse ShowBiz is distributed to over 300 locations including select local, national, international and world class horse show circuits and events... along with feed, tack stores & equestrian facilities throughout the West.

We also have numerous media partners that help ensure saturation of a wide range of equestrian venues.

Each issue is also viewable online as a digital magazine.

Contact Information:

Chief Editor/Founder:

Kathy Hobstetter
Phone: (714) 797-1404
Email: kathy@horseshowbiz.com

Administrative/Billing:

Sylvie Rochettee
Phone: (720) 810-2905
Fax: (714) 829-1443
Email: admin@horseshowbiz.com

Design/Production/Webmaster:

Working Lens Productions
167 N. Pueblo Avenue
Ojai, CA 93023
Phone: (805) 427-1359
Email: iris@workinglens.com

Advertising Contacts:

Southwest: Kathy Hobstetter
(714)797-1404
kathy@horseshowbiz.com

Northwest: Danielle Titland
(720)300-2266
danielle@horseshowbiz.com

Corporate: Sylvie Rochettee
(720)810-2905
admin@horseshowbiz.com

Horse ShowBiz Mailing Address:

2973 Harbor Blvd, Costa Mesa, CA 92626

Equine Industry Statistics:

- \$1.4 billion a year spent on horse-related products
- 85% are women
- 66% have a college degree
- Average income is \$185,000
- 38% have a net worth over \$500,000
- 80% make or influence purchasing decisions at work
- The market value of the average home is \$549,000
- 22% own two or more homes
- Spend an average of 30 nights per year in a hotel
- Own three vehicles
- 40% own a farm; 66% of those are 10-acres or more
- Own an average of 4 horses
- Compete at least 6 times each year

**Research by USEF, 2009.*



Terms and conditions: Liability for content (text and artwork included) of all advertising is assumed by advertiser and/or its advertising agency. Any claims made against the publisher arising from advertising, that may include expense or loss thereto pertaining, will be assumed by the advertiser and/or the signature of the advertiser. Conditions of contract subject to change without notice. All copy, including all elements, subject to publisher's approval. All copy, including all elements, subject to publishers approval.



Horse SHOWBIZ West Coast

2973 Harbor Blvd
Costa Mesa, CA 92626
(714) 797 - 1404

www.horseshowbiz.com