

Australian STOCK HORSE

2011 Media Kit



THE OFFICIAL PUBLICATION OF
THE AUSTRALIAN STOCK HORSE SOCIETY

What Makes the Australian Stock Horse Journal So Special?

The Australian Stock Horse Journal is the official publication of the Australian Stock Horse Society, the largest breed organisation for pleasure horses in Australia. The Australian Stock Horse is a fine working and performance animal that evolved through selective breeding in response to the demands of the Australian environment. It is truly 'The Breed for Every Need', and has achieved outstanding success in a wide variety of sports, including campdrafting, showjumping, dressage, eventing, pony club events, harness, polo and polocrosse. The Society enjoys a loyal and growing membership of more than 9,500 individuals, with over 175,000 horses registered or foal recorded. The Journal is a full colour, bi-monthly magazine-style publication that is distributed to newsagents Australia-wide and mailed directly to approximately 8,000 of our Members throughout Australia and overseas. The Journal enjoys a readership of approximately 20,000. It is a quality, comprehensive publication that has been published for 35 years, making it one of the oldest and most respected equine publications in Australia.

Each issue provides our readers with an interesting range of information and editorial relevant to Australian Stock Horse lovers:

- Special reports on Campdrafting, Polocrosse, Dressage and other Stock Horse disciplines
- Profiles on horses and horse industry personalities
- Technical articles contributed by top professionals in their field
- Show and Youth Reports and Results
- Australian Stock Horse Breeders' Directory
- Business Directory
- Australian Stock Horse Events Calendar
- Member Classifieds

Reach your Target Market

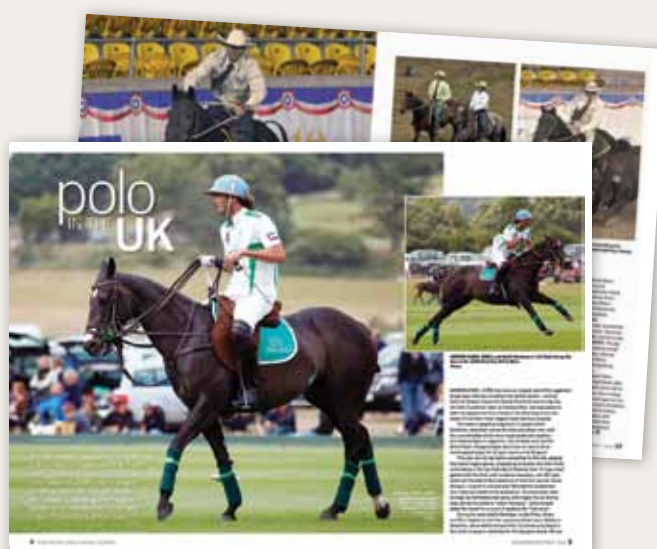
The Journal offers an excellent opportunity to expose and promote your products and services to a large portion of the equine and rural sector. Australian Stock Horse owners participate in a wide range of disciplines and are actively involved in the equine community as riders, competitors and breeders. Advertising in the Australian Stock Horse Journal presents great value for money and is an ideal medium for targeting active consumers in the equine and rural sector.

Call us today to discuss your advertising needs.

Sarah Martin - Publications Coordinator

Michael Jones - Publications Support

(02) 6545 1122

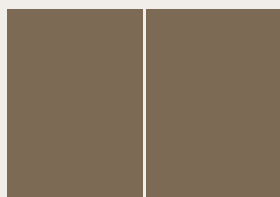


Editorial Features and Advertising Deadlines

| ISSUE | SPECIAL FEATURE | BOOKING AND MATERIAL DEADLINE |
|------------------------------|----------------------------------|-------------------------------|
| March/April 2011 | Horse Health Feature | 14th January 2011 |
| May/June 2011 | Coaching/Education Feature | 18th March 2011 |
| July/August 2011 | Stallion Issue | 13th May 2011 |
| September/October 2011 | Breeding Season Feature..... | 15th July 2011 |
| November/December 2011 | Christmas Gifts Feature | 16th September 2011 |
| January/February 2012 | Rural Services Feature..... | 11th November 2011 |

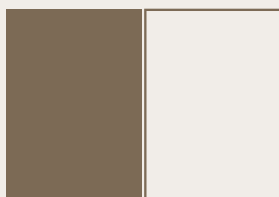
Ad Sizes

Double page



430x307mm (inc.5mm bleed)

Full page



220x307mm (inc.5mm bleed)

½ page landscape



185x128mm

½ page portrait



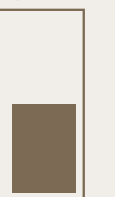
90x267mm

¼ page landscape



185x66mm

¼ page portrait



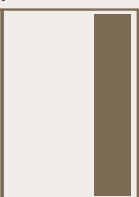
90x128mm

1/3 page landscape



185x87mm

1/3 page portrait



57x267mm

2/3 page landscape



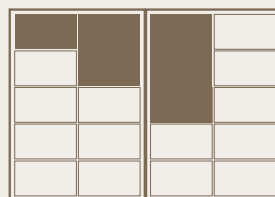
185x176mm

2/3 page portrait



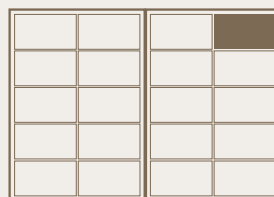
118x267mm

Business Directory



90x50mm / 90x100mm / 90x160mm

Breeder's Directory



90x50mm

Ad Rates

10% OFF
Special Feature
Advertising

All rates include a free design service, or alternatively the Society is happy to receive completed artwork via email or CD. All advertisements are full colour (CMYK).

Non-Members Rates

| | ONE ISSUE | THREE ISSUES | SIX ISSUES |
|-------------------------------------|-----------------------|-----------------------|------------------------------|
| Back Cover | \$1,314 (per ad)..... | \$1,117 (per ad)..... | \$1,051 (per ad) |
| Inside Front/Inside Back Cover..... | \$1,200 (per ad)..... | \$1,020 (per ad)..... | \$960 (per ad) |
| Double Page Spread | \$1,748 (per ad)..... | \$1,486 (per ad)..... | \$1,398 (per ad) |
| Full Page | \$1,094 (per ad)..... | \$930 (per ad)..... | \$875 (per ad) |
| Two Thirds Page | \$979 (per ad)..... | \$832 (per ad)..... | \$783 (per ad) |
| Half Page..... | \$654 (per ad)..... | \$556 (per ad)..... | \$523 (per ad) |
| Third Page..... | \$550 (per ad)..... | \$522 (per ad)..... | \$495 (per ad) |
| Quarter Page..... | \$370 (per ad)..... | \$351 (per ad)..... | \$333 (per ad) |
| Business Directory | | | |
| - 90x50mm | \$30..... | | \$150 (6 for the price of 5) |
| - 90x100mm | \$60..... | | \$300 (6 for the price of 5) |
| - 90x160mm | \$90..... | | \$450 (6 for the price of 5) |

Members Rates - Available to Financial Members of the Society

| | ONE ISSUE | THREE ISSUES | SIX ISSUES |
|-------------------------------------|-----------------------|-----------------------|------------------------------|
| Back Cover | \$1,183 (per ad)..... | \$1,005 (per ad)..... | \$946 (per ad) |
| Inside Front/Inside Back Cover..... | \$1,183 (per ad)..... | \$1,005 (per ad)..... | \$946 (per ad) |
| Double Page Spread | \$1,574 (per ad)..... | \$1,337 (per ad)..... | \$1,259 (per ad) |
| Full Page | \$985 (per ad)..... | \$837 (per ad)..... | \$788 (per ad) |
| Two Thirds Page | \$881 (per ad)..... | \$748 (per ad)..... | \$704 (per ad) |
| Half Page..... | \$589 (per ad)..... | \$500 (per ad)..... | \$471 (per ad) |
| Third Page..... | \$490 (per ad)..... | \$470 (per ad)..... | \$450 (per ad) |
| Quarter Page..... | \$292 (per ad)..... | \$277 (per ad)..... | \$263 (per ad) |
| Business Directory | | | |
| - 90x50mm | \$30..... | | \$150 (6 for the price of 5) |
| - 90x100mm | \$60..... | | \$300 (6 for the price of 5) |
| - 90x160mm | \$90..... | | \$450 (6 for the price of 5) |
| Breeders' Directory*..... | \$48..... | | \$250 (flat fee) |
| Journal Classifieds*..... | \$35..... | | |

*Only Available to Full Financial Members of the Australian Stock Horse Society. 2011 Full Membership is \$145. For details on becoming a Member of the Society, visit www.ashs.com.au or phone Head Office. (02) 6545 1122.

Material Specifications

Supplying your finished advertisement artwork

- Artwork can be supplied on CD/DVD (formatted for MAC) or via email
- High resolution CMYK pictures/logos are required at a minimum of 300dpi in TIFF (.tif) JPEG (.jpg) or EPS (.eps) format
- InDesign CS2 to CS5.x, Photoshop CS2 to CS5.x, Illustrator CS2 to CS5.x files are all accepted with screen and printer fonts and linked images
- QuarkXpress files must be supplied as a print quality PDF
- All colours should be indicated as process colour (CMYK)
- Please enclose a colour correct proof of complete ad for reference
- Double and single page advertisements must include 5mm bleed on all sides
- Specific horse related details such as registered horse names MUST be approved by our Publications/Editorial Coordinator prior to us receiving your advertisement artwork to prevent delays or extra costs

Supplying advertising material for us to design your ad

- High resolution CMYK pictures/logos are required at a minimum of 300dpi in TIFF (.tif) JPEG (.jpg) or EPS (.eps) format
- We accept editorial in Microsoft Word 2000 to 2008 format
- For more information about emailing your advertisement text, please contact us at journal@ashs.com.au

Publication Conditions

Every care is taken to reproduce accurately editorial material and advertisements supplied to the Australian Stock Horse Journal for publication. However, no responsibility will be accepted by the General Manager of The Australian Stock Horse Society for late publication of editorial material or for errors made by contributors in such items as show results. Opinions expressed by contributors are their own, and are not necessarily those of the General Manager or of the Society. Advertisements are accepted subject to the following conditions:

- No guarantee is given regarding the positioning of advertisements, unless loading for a special position, such as inside front or back cover, has been paid.
- General Manager and/or The Australian Stock Horse Society expressly disclaims all responsibility and liability for errors in advertising material or for the subsequent effects. However, if brought to our attention before the closing date for advertisements in the next publication, errors MADE BY US in advertisements will be adjusted free of charge.
- If any advertiser advertising in consecutive issues of the Journal, at any time fails to supply copy within the copy deadlines, it is understood and agreed that the last copy supplied shall be repeated.

Contact Us

Editorial, Advertising and Creative support is provided by our friendly Journal Room staff.
Call Sarah or Michael today to reserve your space!

The Australian Stock Horse Society Ltd
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Australian Stock Horse
SOCIETY

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