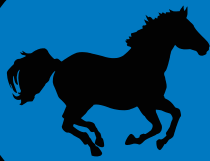


AUSTRALIAN

PERFORMANCE

horse



magazine

Australian Performance Horse... now running 23 years

APH Media Kit

2012



why...

advertise with Australian Performance Horse?

Welcome to the Australian Performance Horse Magazine - a unique equine magazine which provides you with a broad range of equine news, training information, and products news. Our articles and industry news is covered Australia wide as well as at an international level.

The Australian Performance Horse covers a wonderful range of horse disciplines from Cutting, Western Performance, Campdrafting, Rodeo, Reining, Polocrosse, Dressage and Equestrian events. With this we promote the Quarter Horse, Australian Stock Horse, Paint Horse, Appaloosa and thoroughbreds. The Performance Horse creates great reading.

As a magazine of over 23 years standing, we are a committed and proven magazine which offers a powerful advertising base for your stud or business.

The Australian Performance Horse Magazine is the voice of the Australian Horsemen and Horsewomen.

With our team of professional journalists, photographers and graphic artists we bring you first class feature articles, latest events, industry news, performance horse profiles and informative information and reports. The Australian Performance Horse Magazine produces six glossy issues a year, plus our most respected and revered Stallion Issue, the Performance Horse Yearbook.

The Australian Performance Horse Magazine is distributed Australia wide, into the areas directly related to the equine industry. Our large circulation base and paid subscriptions is continuously growing. 📧

Become a part of the most elite equine magazine available on your news stand
- *The Australian Performance Horse.*

AUSTRALIAN PERFORMANCE
horse
magazine

For bookings and information please call: Tracey McClurg

02 6769 7779 / 0416 063 204

E. tracey@performancehorsemag.com.au

www.performancehorsemag.com.au



• TAMWORTH OFFICE:
 PO Box 6094 Westdale NSW 2340
 Contact: Tracey McClurg
P: 02 6769 7779 or 0416 063 204
 E: tracey@performancehorsemag.com.au
 W: www.performancehorsemag.com.au

ADVERTISEMENT RATES & DETAILS:

APH Advertising Rates/Sizes: (All prices include GST)

- Single full page: (colour) \$550 per ad 210mm (W) x 297mm (H) (plus 5mm bleed)
- Half page: (colour) \$300 per ad 190mm (W) x 132mm (H)
- Quarter page: (colour) \$160 per ad 92mm (W) x 132mm (H)
- Back cover: (colour) \$825 per ad 210mm (W) x 297mm (H) (plus 5mm bleed)
- Inside back cover: (colour) \$660 per ad 210mm (W) x 297mm (H) (plus 5mm bleed)
- Inside front cover: (colour) \$660 per ad 210mm (W) x 297mm (H) (plus 5mm bleed)

- Trainers 1/12 page: (colour) 1 year \$275 62mm(W) x 66mm(H)
- Other 1/12 page: (colour) 1 year \$275 (business & studs)
- 1/6 page: (colour) \$110 individual issues or \$550 One Year 93mm(W) x 89mm(H)

APH Sale parade: (horses & gear, real estate, floats etc)
 (These are only in the back and not in the body of the book)

- 1/16 page: (colour) \$25 (colour photo and 30 words)
 - 1/8 page: (colour) \$50
 - 1/4 page: (colour) \$100
 - 1/2 page: (colour) \$200
 - 1 page: (colour) \$400
- Website Advertising: \$275 (12 months - colour)

APH Advertising Issue(s):

(Please tick the issues you would like to advertise in)

- Feb/Mar 2012 Apr/May 2012 June/July 2012
 - Aug/Sep 2012 Oct/Nov 2012 Dec/Jan 2013
 - Performance Horse Yearbook 2012/2013
- Advertising rates can be emailed on request.

- I will supply finished advertising artwork (as a 300dpi jpeg or PDF)
- I wish to have my advertising designed by the APH graphic design service

Publication Conditions: While every care is taken in the preparation and publication of advertisements, the publishers cannot be held responsible for errors or their subsequent effects. The content of advertisements that appear in this magazine are the responsibility of the advertisers. The statements and opinions expressed by others in any submitted text may not necessarily be those of the editor or publisher.

I understand and accept the publication conditions:

Client signature: _____

Date: _____

ADVERTISER DETAILS:

Name: _____

Postal Address: _____

Postcode: _____

Telephone: _____ Facsimile: _____

Mobile: _____ Email: _____

Number of Issues advertising running for: _____ Amount: _____

Total: _____

PAYMENT METHOD (Please tick box):

- Credit Card Direct Deposit Cheque Money Order

CREDIT CARD PAYMENT: Visa Mastercard Bankcard

Credit Card Number:

Expiry Date: / Cardholder's Name: _____

Signature: _____

*Credit Card surcharge: 1.314% Visa & Mastercard will be charged for purchases over \$60

PAYMENT METHOD:

• By Mail:
 Please send your completed form, with your cheque, money order or credit card details to
 Australian Performance Horse
 PO Box 6094 Westdale NSW 2340
 Cheques and money orders to be made payable to **Australian Performance Horse**

DIRECT DEPOSIT PAYMENTS:

Australian Performance Horse
 Commonwealth Bank
BSB: 06 2602 • Acc: 1045 6816

ARTWORK SUPPLIED:

All finished artwork supplied must be saved as a high resolution 300dpi (CMYK) jpeg or PDF file. Fonts are to be converted to outlines or embedded. All full page advertisements must be supplied with a 5mm bleed all round. Artwork is to be emailed to tracey@performancehorsemag.com.au

FULL PAGE

210mm (W) x 297mm (H) + 5mm bleed (all sides)
Artwork & text needs to be 5mm in from the edge

Full Page (Without Bleed)

Only full page adverts have bleed requirements. If supplying a full page advert without bleed it is recommended to fit within a 186mm x 273mm boundary. This ensures no words/images are trimmed off or lost in the spine.

1/6th PAGE

93mm (W) x 89mm (H)

1/4 PAGE

92mm (W) x 132mm (H)

1/12th PG

TRADES & SERVICES

(BUSINESS & STUDS)

62mm (W) x 66mm (H)

1/2 PAGE

190mm (W) x 132mm (H)

PDF or JPEG Files

- All PDF files are to be flattened with fonts embedded and converted to CMYK colour.
- If the advert is Black & White - all elements must be converted to grayscale prior to PDFing.

ALL IMAGES ARE TO BE A MINIMUM OF 300dpi (resolution) jpegs or PDF files.

COPYRIGHT: Please ensure photographers permission has been gained for the use of the photo and they are credited on the photos.

WEBSITE BANNER

260mm (W) x 60mm (H)

Breed your mares to the No. 1 performed campdraft sire in the country.

Over \$140,000 in Prizes, money and Trophies including eight Saddles, and still going strong...

Chewin Ivory

Over \$140,000 in Prizes, money and Trophies including eight Saddles, and still going strong...

Progeny For Sale
Enquiries welcome

Chewin Stock Horse Stud
comparing genetics
Phone: Nigel and Carol Helle (08) 9351 8321
Visit www.chewinstockhorsestud.com.au

ARIAT
SADDLERY, FOOTWEAR AND ACCESSORIES

ARIAT CATALOGUE OUT NOW!

Australian Stock Horse Society

www.ashs.com.au

Invited Tiger

Does Melrose Dual Jazz

www.xtremequarterhorses.com.au

2012 Australian Performance Horse Magazine YEARBOOK



A proven Yearbook & magazine with results on the board

A Yearbook that will promote your Businesses, Studs, Stallions, Quarter Horses, Australian Stock Horses, Paint Horses, Appaloosa Horses and much more. This is an exciting issue with many new articles and profiles on our horse industry and people.

DON'T MISS OUT, BE APART OF IT. YEARBOOK ON SALE MID JULY 2012

Great Reading - Affordable Prices!
BOOK NOW!

BOOK EARLY! - Booking & artwork by the 30th MAY 2012

For bookings and information please call:
02 6769 7779 / 0416 063 204
E. tracey@performancehorsemag.com.au

Australian Performance Horse Magazine - NOW RUNNING OVER 23 YEARS

~ 2012 YEARBOOK - STALLION ISSUE ~



For all bookings and information please contact: **02 6769 7779 / 0416 063 204**
 email: tracey@performancehorsemag.com.au • www.performancehorsemag.com.au



Why do advertisers always rebook in the Australian Performance Horse Yearbook?

Because it gives them the quality and response their stud or business deserves and it is the most respected Stallion Issue on the newsstand. The Yearbook is distributed Australia wide into the areas directly related to the equine industry. Our large print run assures your advertising is being received by a wide number of our readers. The Yearbook becomes a part of a reader's library, as a reference book for years to come.

- A proven Yearbook and magazine with results on the board
- Maximum exposure to a large variety of breeders
- Available on news stand Australia Wide - for more than six months
- Reaching over 30,000 readers Australia wide as well as at an international level
- Promoting your Businesses, Studs, Stallions, Quarter Horses, Australian Stock Horses, Paint Horses, Appaloosa Horses and much more.

2012 YEARBOOK AD RATES

All prices are inclusive of GST and design of advertising booked.

- Back Cover: **\$1,200**
- IFC & IBC: **\$1,100**
- 2 page spread: **\$900**
 (*advertisements only - this is great value only \$450 per ad)
- 1 page colour advert only: **\$550**
- 1 page colour advert plus 1 page colour editorial: **\$660**
 (*includes ONE FREE PAGE of editorial)
- Half page: **\$350**
- Quarter page: **\$220**
- 1/6th page: **\$120**



Great Reading - Affordable Prices!

APH Subscription

or buy a APH Gift Voucher Subscription

The Australian Performance Horse Magazine is the voice of the Australian Horseman and Horsewoman.

NOW running 21 YEARS, a unique magazine that covers all horse disciplines from cutting, campdrafting, rodeo, polocrosse, reining, sprint racing and western performance. **PLUS:** Many feature articles and profiles on our horse industry and people.



YES!

Please arrange my subscription, starting next issue.

\$45.00*

12 months Australian Performance Horse Magazine, 6 issues

\$63.00*

12 months Australian Performance Horse Magazine, 6 issues plus Yearbook, 1 issue

\$24.50*

The Australian Performance Horse Yearbook, 1 issue

Please tick the appropriate boxes and fill out the payment details below.

PLEASE FAX OR EMAIL FORM IF PAYING BY DIRECT DEPOSIT AND RECORD LAST NAME WHEN MAKING PAYMENT.

Please tick box if you don't wish to receive any further information regarding promotions and Sales.

Name: _____

Payment: Cheque M/Order B/Card M/Card Visa

Phone: _____

Cardholder no:

Address: _____

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Cardholder name: _____

Postcode: _____

Expiry date: _____

Total due: _____

Email Address: _____

Signature: _____

DIRECT DEPOSIT DETAILS: Commonwealth Bank - BSB: 06 2602 • ACCOUNT: 1045 6816
Please record your name when making payment




ENQUIRIES TO: Tracey McClurg - Email: tracey@performancehorsemag.com.au

02 6769 7779 or 0416 063 204

POST SUBSCRIPTION TO: Australian Performance Horse Magazine

PO Box 6094 WESTDALE NSW 2340 or fax to 02 6769 7779



APH ARTWORK DEADLINES:

artwork

Artwork due for the following issues:

- Feb/March 2012 - **10th Jan 2012**
- April/May 2012 - **5th March 2012**
- June/July 2012 - **7th May 2012**
- Aug/Sept 2012 - **9th July 2012**
- Oct/Nov 2012 - **3rd Sept 2012**
- Dec /Jan 2013 - **5th Nov 2012**

APH CONTACT DETAILS:

contact

Australian Performance Horse Magazine:

PO Box 6094, Westdale NSW 2340

E. tracey@performancehorsemag.com.au

W: www.performancehorsemag.com.au

Tracey McClurg

P: 02 6769 7779

M: 0416 063 204

APH

Not just a name, it's a
Performer