

# Equine Journal

## Affiliate Program



# About *Equine Journal*

“Your All-Breed, All-Discipline Resource”

- ▶ Incorporating *Horsemen's Yankee Pedlar* for over 50 years of publishing expertise
- ▶ Premier equine publication in your area
- ▶ Operated locally, backed by national publishing company
- ▶ Award winning monthly magazine, published in print and online

# Testimonials

- ▶ “*Equine Journal (Horsemen’s Yankee Pedlar)* helps us share information with our members and anyone attending our shows throughout New England. We have found the advertising of our events and shows in *Equine Journal* is of great benefit to us.”

Rick H. Drew, Officer, American Saddlebred Association of Maine, Maine Horse Association

- ▶ “I have had several members compliment EJ on how well our columns are being laid out. We sure appreciate it. There's so much news to report and you organize it so we get the maximum amount of print and photos in there. We are really pleased!”

Mary Graybeal, Gypsy Horse Association

# Affiliate Program

- ▶ Subscription for each member
- ▶ Free classified ad and discounted display advertising for each member
- ▶ Monthly news column in print and online
- ▶ Listings on [www.equinejournal.com](http://www.equinejournal.com)
- ▶ Monthly membership promotion
- ▶ Advertising space for association
- ▶ Event exposure
- ▶ Custom publishing

# Subscriptions

- ▶ Each member receives a subscription to *Equine Journal* which includes:
  - 12 monthly issues and 4 annual supplements
    - ▶ *Barn & Arena Guide, Dateline, Sport Horse & Equine Affaire*
  - Digital magazine and monthly email alert
  - Discount subscriptions to *Equine Journal's* sister publications.



- 10% discount off purchases at [www.horsecity.com](http://www.horsecity.com)

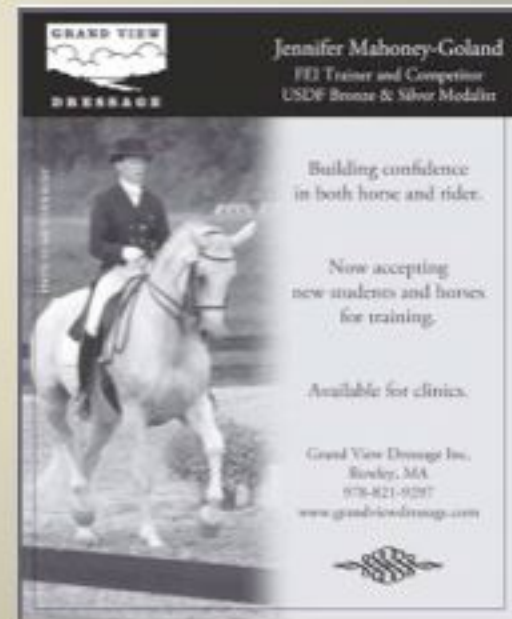
# Free Classified Ads

- ▶ Every member of an affiliate association is entitled to one free classified ad in an issue of *Equine Journal* and on [equinejournal.com](http://equinejournal.com)!
- ▶ Access to place classified ad in nationwide network of equine websites.

# Discounted Advertising for Members

► All members of an affiliate association are entitled to 10% off any published advertising rate in:

- *Equine Journal* print edition
- Digital magazine
- [www.equinejournal.com](http://www.equinejournal.com)
- Calendar
- [www.horsecity.com](http://www.horsecity.com)



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# Monthly News Column

► Affiliate associations are entitled to editorial content in *Equine Journal* each month, which may include:

- News
- Results
- Color photos
- Promotional information about the organization

Tip: Many affiliates use this space as a newsletter to members — it saves money and time and promotes the club on a regional level.

quarter horse

## Massachusetts Quarter Horse Association

### Spring Show a Success

Submitted by Cynthia Anderson

THE MASSACHUSETTS QUARTER HORSE ASSOCIATION (MQHA) held its 2011 Spring Show at the Three County Fairgrounds in Northampton, MA. MQHA would like to extend a special thank you to our October Spring Show staff: Judges: Steve Bryant, Keith Longacre, Beverly Schneider and Mike Florio; Ring: Newark, Tom O'Neil, Melissa Stegall and Ann Salomon; Show Secretaries: Elisey Anderson, Beth Moore and Margi Turner; Gate Person: Ann Hughes; Announcer: Matt Waldman; Show Manager: Andy Turner; Show Coordinator: Suzanne Swartzel; Pattern Horse Judges: Tracy-Anne Allen, Edgerton, and everyone at the Three County Fairgrounds.

We are happy to announce that the show activities raised over \$600 towards the MQHA Scholarship Fund! We would like to thank the following individuals and businesses for their generous donations to the show: American Quarter Horse Association, Turner Blackworking, McCallan Quarter Horses, The Swamps, Candy Bitch, Samantha Palmer, Sharon Park, Todd Grogan, Michelle Deane and a few "sponsors" who stepped up! Always best able to thank their names. Thank you so much for supporting the scholarship fund!

We'd like to thank all of our members for coming out to our show. Whether you are leading our exhibitors, helping them out with their hay bales, or just being a little shopping between classes, you help make our show a successful! Scholarship & Company Jewelry and Gifts, GMA Company, The Lincroft Inn.

Buy Ribbon (Crown Blue and Silver, and The Dark Green/White)

Competition to end! Congratulations Challenge winners! Champions: Christine Spang and The One To Charm owners: Christyanna, Gailly, Patricia-Louise and Bill The Good Man, David Clark, Jessica and The Mad 9.

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See *Equine Enterprise* (2010, Vol 1) or *Equine Today* (2010, Vol 1) or *Equine Today* (2010, Vol 1) or *Equine Today* (2010, Vol 1)

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## *Equine Journal* Online

- ▶ Affiliate associations get a link to their own website in the Community & Directory sections of [www.equinejournal.com](http://www.equinejournal.com)
  - Also includes monthly news, membership promotion, and unlimited events in the calendar section.

Tip: There are thousands of annual visitors to *Equine Journal's* website — meaning potential new members and immeasurable exposure for your organization.

# Monthly Membership Promotion

- ▶ Affiliate associations get a free membership promotion for their club in the back of every issue of *Equine Journal* and as a PDF online.



*Contact:*

**Pat Boutwell**

18380 TR 51  
Bluffton, OH 45817

*Phone:*

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Tip: The most visible place to reach prospective members for your club is in the pages of the *Equine Journal*!

# Advertising Space

- ▶ Affiliate associations receive advertising space based on the amount of money paid into the program.
- ▶ Ad space may be used in any issue of *Equine Journal* printed during the affiliation.
- ▶ Ads can be used to promote:
  - The association
  - Events
  - Membership
  - Any other effort of the association
- ▶ Affiliate associations also receive a free listing in *The Voice*, a bi-annual directory of equine services.



# Event Exposure

- ▶ Affiliate association events can be listed monthly in print and online in our calendar section.
- ▶ Events can be listed in our annual supplement, *Dateline*, distributed in April.
- ▶ Affiliate associations can choose one event to have included in our annual wall calendar.

# Custom Publishing

- ▶ Affiliate associations are entitled to special pricing on any custom publishing service provided by *Equine Journal*, including:
  - Newsletters
  - Event programs
  - Awards banquet programs

Tip: Any combination of ad sales, design and printing are available.

# Affiliate Benefits Summary

- ▶ Increased value of membership
  - Subscription to the *Equine Journal*, free classified ad, discount advertising, discounts on sister publications, purchase discounts at [www.horsecity.com](http://www.horsecity.com)
- ▶ Organization saves money
  - No newsletter printing or mailing, discount on other custom publications
- ▶ Opportunity to grow membership
  - Visibility in the *Equine Journal* and [www.equinejournal.com](http://www.equinejournal.com), monthly membership promotion

## Contact Us

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# Equine Journal