

Canadian Cowboy Country

M A G A Z I N E

ANNUAL RANCH HORSE SALE GUIDE
AUGUST/SEPTEMBER 2011 SPECIAL SALE PROMOTION



CELEBRATING THE HEART & SOUL OF THE CANADIAN WEST SINCE 1997

TANNER YOUNG
PUBLISHING GROUP

ANNUAL RANCH HORSE SALE GUIDE

For more than 10 years *Canadian Cowboy Country* magazine has been building a wide and loyal audience. These like-minded individuals have come to rely on *Canadian Cowboy Country* to seek out and share stories and experiences that truly reflect and define our unique western culture.

The subscribers of *Canadian Cowboy Country* are your target audience! Over 91 per cent of our subscribers own their rural property and 56 per cent own an average of six horses each. Over 60 per cent ride for pleasure, while 32 per cent own cattle and ride for ranch work. These are the folks you want at your sale.

Our subscribers are in the market for proven ranch horses and good prospects. *Canadian Cowboy Country* magazine is offering a high profile and unique opportunity to pre-promote upcoming horse sales and breeding operations in our **Annual Ranch Horse Sale Guide**.

FOR ONE LOW PRICE YOU WILL RECEIVE

A high-profile display ad in our August/September 2011 issue of *Canadian Cowboy Country* magazine with over 45,000 readers.

BONUS!

Added Internet Exposure. Your display ad will also be posted within the Ranch Horse Sale Guide on our website, www.cowboycountrymagazine.com with a direct link back to your website.

IN OUR OCTOBER–NOVEMBER 2010 SUBSCRIBERS SURVEY...

- Canadian Cowboy Country Magazine subscribers have an average of 6.1 horses.
- They spend on average \$2,498 a year on their horses
- 63% ride for pleasure
- 29% ride for ranch work
- 41% of our subscribers regularly buy saddles and tack

RATES & SIZES

SIZE	RATE	DIMENSIONS
Full page	\$1,500	8.125" x 10.75"*
1/2 page	\$750	7.125" x 4.875"
1/4 page	\$425	3.375" x 4.875"

* TRIM SIZE is 8.125" x 10.75"
BLEED SIZE is 8.625" x 11.25" (includes 0.25" bleed and 0.5" live area)

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ANNUAL HORSE SALE GUIDE 2010

Sage Advice

Top Tips for Buying and Selling Horses at a Sale

Bill Nugent offers tips on how to choose a horse at a sale. He discusses the importance of checking the horse's health and temperament, and provides advice on how to negotiate a fair price. He also mentions the importance of having a veterinarian check the horse before buying.

WWW.COWBOYCOUNTRYMAGAZINE.COM - OUR GUIDES