REINED COW HORSE NEWS

2025 MEDIA KIT

ABOUT REINED COW HORSE NEWS

Reined Cow Horse News is the official publication of the National Reined Cow Horse Association. Dedicated to the reined cow horse enthusiast, Reined Cow Horse News covers the latest NRCHA show information and results plus provides articles on NRCHA members and competitors, as well as articles on equine health, show management and training tips. With a direct mailing to the entire membership of the NRCHA, ads in Reined Cow Horse News reach people with a specific interest in the cow horse market.

SERVICES & RATES

- **Full Page** $825
- **2/3 Page Vertical** $550
- **1/2 Page Horizontal** $495
- **1/3 Page Vertical** $357
- **1/4 Page** $269
- **1/6 Page** $165

PREMIUM & PREFERRED POSITIONS

Inside Front or Inside Back Cover(s)	$150
Back Cover	$250
Pages 1-29	$75

Preferred position, when available, on a first come, first serve basis. 15% discount rate offered to current NRCHA Affiliates.

EDITORIAL CALENDAR

January/February: National & Regional Champions

March/April: Coverage of the World's Greatest Horseman® & the Celebration of Champions

May/June: Highlights from the Stallion Stakes & NRCHA Hall of Fame Inductees

August/ September: Stories from NRCHA Derby, the Hackamore Classic, & World's Greatest Non Pro

October: NRCHA Snaffle Bit Futurity® Program

November/December: Complete coverage of NRCHA Snaffle Bit Futurity®

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ADVERTISEMENT SIZES

Full Page
Bleed: 9.125" x 10.875"
Trim Size: 8.875" x 10.625"
Live Area: 8.375" x 9.875"
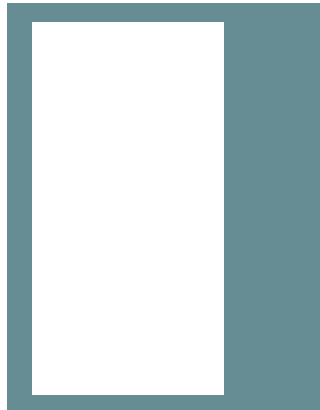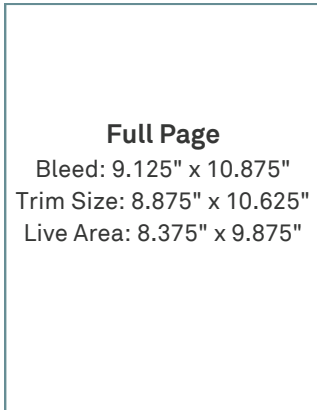
2/3 Page Vertical
4.98" x 9.625"

1/3 Page Vertical
2.4074" x 9.625"

1/2 Page Horizontal
7.5833" x 4.688"

1/4 Page
3.68" x 4.688"

1/6 Page
2.4074" x 4.688"

PRINT DEADLINES

ISSUE	SPACE DEADLINE	AD DUE	DELIVERY
JANUARY/FEBRUARY	JAN 1	JAN 6	FEB 1
MARCH/APRIL	FEB 24	FEB 26	APR 1
MAY/JUNE	APR 23	APR 25	JUN 1
AUGUST/SEPTEMBER	JUL 25	JUL 28	SEPT 1
OCOTBER	SEPT 15	SEPT 28	OCT 1
NOVEMBER/DECEMBER	OCT 22	OCT 23	DEC 1

PRINTING SPECIFICATIONS

- All digitally submitted ads should be saved as a PDF/X-1a PDF.
- Files must be saved as CMYK at 300 dpi. *(not RGB)*

AD MATERIALS CHECKLIST

- File Format: Adobe InDesign, Illustrator, or Photoshop, TIFF, EPS or PDF. *(QuarkXpress and Microsoft Publisher files are not accepted.)*
- Ad file set to correct dimensions.
- All resource files included in the ad *(logos, graphics and photo images)*
- All PostScript and Open Type fonts *(True Type fonts not accepted.)*
- For bleed ads please be sure to follow specifications listed allowing 0.25" beyond trim.
- Full page ads: All Equine Network advertisements' non-bleed copy must be 0.1875" from the ad trim (text and images). Content not within this area may be subject to trim