



2009 Media Kit

National Walking Horse Association National News

The National News is the official publication of the National Walking Horse Association. NWAHA, headquartered at the Kentucky Horse Park, is an organization with national reach that was founded more than a decade ago to preserve and foster the natural abilities and welfare of the Tennessee Walking Horse. NWAHA and its broad membership promote educational and recreational activities that celebrate the versatility of the breed.

The National News magazine is distributed four times a year to more than 1,500 NWAHA members across the country. Editorial coverage provides important content about shows, industry news, profiles, as well as providing an excellent venue to advance member knowledge about equine health, training, and versatility aspects of this naturally athletic gaited breed. Members and commercial entities can take advantage of the impact and purchasing power of naturally gaited walking horse enthusiasts through advertising in this publication and on the National Walking Horse Association website.

A yearly subscription to NWAHA National News is an important informational vehicle and the price is included in membership fees.

Demographics

The Overall Equestrian Audience:

Equestrian membership has grown each of the last four years with more than 3.6 million people participating in horse showing in the United States. Among young riders (ages 16-21), equestrian membership has grown 300 percent.

14 million: Total US population (over age 12) who ride a horse on a regular basis

6.9 million: Number of horses owned in the United States

88 million: Total attendance at sanctioned horse-related events

2.2 million: Total number of horse owners in the United States

\$77,000: Average annual individual income

35 years old: Average age of an equestrian

37% Male/63% Female

90% have attended college

- More than one-third have a second home and use at least three types of investment vehicles such as real estate, insurance and mutual funds
- Equestrians travel much more frequently than the national average and are 20 times more likely to have traveled by air in the last year
- Automobile ownership is more than double the national average

Source: American Grandprix Association, Wall Street Journal, U.S. Equestrian Federation

Demographics

National Walking Horse Association Members

- NWAHA members keep their horses at home (80%).
- NWAHA members are saddle connoisseurs.
- NWAHA members are active in teaching and showing (67% travel more than 6 times a year for this purpose; 34% travel more than 10 times a year).

Household Income	\$125,000+	29%
	\$100,000-124,999	45%
	\$75,000-99,999	68%
Age	35 – 44	23%
	45 – 54	33%
	55 - 64	26%
Gender	Female	82%
	Male	18%
Land Ownership	4+ Acres	65%
	20+ Acres	33%
Horse Ownership	4 or fewer	45%
	5 – 14	48%
	15+	9%
Saddle Ownership	4-6	55%
	7+	27%
Regional Breakdown	Southeast	38%
	Midwest	20%
	Central	13%
	Southwest	13%
	Northeast	12%

Editorial Calendar

Issue	Focus	Secondary Focus
May/June/July	Nutrition/Equine Health	Parasite and Insect Control
August/September/October	The Nationals 2009	Tack and Grooming
November/December/January	Versatility Issue	Training, Trail Riding, Equine Vacations



Rates

NWHA Member

1 Issue

Front Cover	\$1000
Inside Front Cover	\$275
Inside Back Cover	\$275
Back Cover	\$850
Page #3 Color	\$275
Full Page (Color)	\$220
Full Page (B/W)	\$110
½ Page (Color)	\$120
½ Page (B/W)	\$60
¼ Page (Color)	\$80
¼ Page (B/W)	\$40

Classified Section

- Ads priced by the line Up to 8 lines \$100 per year (prepaid)

* This listing includes ad posted on NWHA website *

Non-Member

1 Issue

Front Cover	\$1750
Inside Front Cover	\$400
Inside Back Cover	\$400
Back Cover	\$1350
Page #3 Color	\$400
Full Page (Color)	\$330
Full Page (B/W)	\$165
½ Page (Color)	\$180
½ Page (B/W)	\$90
¼ Page (Color)	\$130
¼ Page (B/W)	\$60

Classified Section

- Ads priced by the line Up to 8 lines \$150 per year (prepaid)

* This listing includes ad posted on NWHA website *

Advertising Policies:

Special Positions: NWA National News takes request for special position advertising. A special position is any page within the first 20% of the magazine. Placement in the magazine will be assigned by the editor to our advertisers that have requested a special position on a month-by-month basis. A 5% surcharge is added to advertising rates for special position requests.

Regular Positions: Regular position ads will be placed after the first 20% of the magazine and no specific page number will be assigned. National News will make an effort to group similar ads together. Fractional page ads will appear where space allows.

Artwork: Advertisers needs to supply National News with camera-ready ads. If customers wish to have National News design an ad, a design fee of \$75 will be added to the advertising rate. Advertisers will need to supply digital copies of photographs to be used in any ads.

Deadlines: May/June/July issue, April 27
 August/September/October, July 27
 November/December/January, October 26

Technical Specifications:

Ad Sizes

Full Page	7.5" w x 10" h
½ Page Vertical	5" w x 7.5" h
½ Page Horizontal	7.5" w x 5" h
¼ Page Vertical	3.75" w x 5" h

To Purchase or Submit an Ad:

Email news@nwha.com or call Bonnie Ulman at (770) 953-8818.