

**BLUEGRASS HORSEMAN MAGAZINE**

11,098 ACTIVE SUBSCRIBERS      \$175.00/M UNIT OF SALE:  
 \$20.00 AVERAGE

UPDATED IN-HOUSE - ONLINE

GENDER: NOT  
 SELECTABLE

ADDRESSING:  
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KEYING:\$3.00/M

MINIMUM ORDER:  
 5,000

SAMPLE REQUIRED

UPDATED MONTHLY

A TRADITIONAL EQUINE MAGAZINE, THE BLUEGRASS HORSEMAN, A DIVISION OF SADDLE HORSE, INC. AND FOUNDED IN 1972, IS PUBLISHED FOR FIVE-GAITED, THREE-GAITED, AMERICAN SADDLEBRED PLEASURE, FINE HARNESS, ROADSTER HORSES AND PONIES AND HARNESS AND HACKNEY PONIES. IT IS PUBLISHED MONTHLY EXCEPT JANUARY (TWICE MONTHLY MAY-OCT.) AND DISTRIBUTED NATIONALLY.

THE BLUEGRASS HORSEMAN'S PURPOSE IS TO SERVE THE INTEREST OF THE AMERICAN SADDLEBRED, HACKNEY AND ROADSTER SHOW INDUSTRY AND FURNISH COMPLETE NEWS AND ADVERTISING COVERAGE ACROSS NORTH AMERICA AND BEYOND BY WAY OF PRINT AND WEB MEDIA.

MANY OF THESE UPSCALE SUBSCRIBERS ROUTINELY PURCHASE SADDLE AND TACK SUPPLIES, VETERINARY SUPPLIES FOR HORSE HEALTH CARE, CURRENT BOOK AND VIDEOS TO STUDY THE LATEST TECHNIQUES IN TRAINING AND EQUINE MANAGEMENT AND STABLE AND BARN SUPPLIES FROM THEIR FAVORITE CATALOGS AND TACK STORES.

\*\* 10% BROKER DISCOUNT AVAILABLE \*\*

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ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.

ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE:           SPACE ADVERTISING - SHOWS - DIRECT SALES  
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\*\* USAGE \*\*

BELVOIR PUBLICATIONS

EQUINE AFFAIRE

SOURCE INTERLINK

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