

# 2018 Print & Digital Magazine Advertising Rates | Effective 11/30/2017 - 12/31/2018

## Print Ad Specs

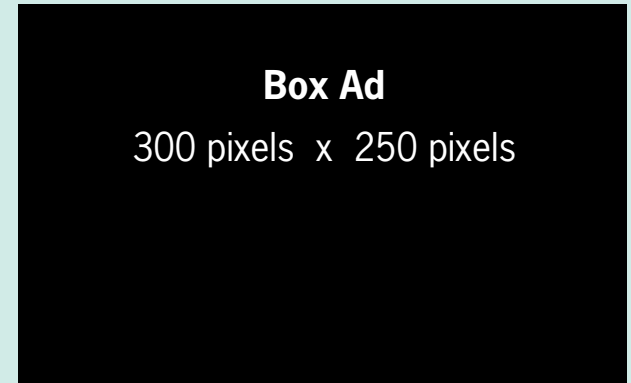
Sizes (4 color)	1x	3x	6x	Width x Height
<b>Premium</b>				
Inside Front Cover	\$1370		\$1270	8.375" x 10.875"
Inside Back Cover	\$1370		\$1270	8.375" x 10.875"
Back Cover	\$1560		\$1365	8.375" x 10.875"
<b>Interior</b>				
Full Page	\$1,155	\$1,050	\$1025	(trim size 8.25" x 10.75")
2/3	\$990	\$920	\$850	4.75" x 9.75"
1/2 V	\$650	\$630	\$620	3.5" x 9.75"
1/2 H	\$650	\$630	\$620	7.25" x 4.75"
1/3 V (1 col)	\$540	\$500	\$480	2.375" x 9.75"
1/3 H (square)	\$540	\$500	\$480	4.75" x 4.75"
1/4	\$370	\$340	\$320	3.5" x 4.75"
1/6 V	\$245	\$235	\$225	2.375" x 4.75"
1/6 H	\$245	\$235	\$225	4.75" x 2.375"
1/8	\$225	\$210	\$200	3.5" x 2.375"
<b>Healthy Paddock</b>				
1/4 HP	\$310	\$290	\$260	3.5" x 4.75"
1/8 HP	\$140	\$125	\$115	3.5" x 2.375"
Business Card	\$120	\$105	\$95	3.5" x 1.75"
Business Profile	\$1,050			
1/2 Business Profile	\$650			

## Digital Ad Specs

### Sizes

- Banner ..... \$160
- Box..... \$105
- Road Block..... Price upon request  
(Both ledgerboard banner & rectangle)
- Video ..... \$200

Native ads upon request • Call for pricing on "Product Announcements" for both the eNews and the Website



**Banner ad sizes are as follows:**  
970 x 90 (desktop) • 728 x 90 (tablet) • 320 x 50 (smart phones)

**Email [karen@holistichorse.com](mailto:karen@holistichorse.com) or  
call us 215-249-1965**

Multiple Ads in an issue - 10% discount • Premium positions have limited availability, please call for information • Positions must be prepaid one month in advance • Full-page bleed please allow 1/8" over trim size • Prices are subject to change.

