

About Riding Magazine

Written by Administrator
Wednesday, 20 August 2008 10:11



California Riding Magazine has been serving West Coast Equestrians since 1986. Our extensive editorial emphasizes the English disciplines – Hunter/Jumper, Dressage & Eventing – along with articles of interest to the general horse-owning public. Our award-winning stories cover horses and horse people, competitions and events, plus news and trends from throughout our region.

DISTRIBUTION: 20,000 copies printed monthly with a readership of over 60,000!

70% TARGETED LOCATIONS: *Riding Magazine* is available at over 800 locations on the West Coast, offered at Private Boarding Facilities, Top Hunter/Jumper, Eventing, and Dressage Training Barns, Equestrian Real-Estate Firms, Feed - Tack stores as well as Equine Practitioner offices.

30% SHOWS/VENUES: *Riding Magazine* is distributed at most A to C Level Hunter/Jumper Shows, all USEA Events, and USEF/CDS shows in California as well other Equestrian Events, Trade Shows, and Venues attended by Equestrians.

DESIGN SERVICES: Need help with ad design? *Riding Magazine* has our own in house graphic designer! Your ads for *Riding Magazine* can be designed at no additional fee. For more information, please contact your sales rep or email info@ridingmagazine.com

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Thank you for considering *California Riding Magazine*, your best resource for regional advertising to reach the California horse market!

Editorial Schedule

JANUARY

- Parade of Champions
- HITS Thermal Circuit
- Breeding and Stallions

FEBRUARY

- Hunter/Jumper
- HITS Thermal Circuit
- Horse Expo Pomona

MARCH

- Eventing
- Fashion for Horse & Rider
- Equine Health: Parasites & Pests

APRIL

- Dressage
- Del Mar Nationals
- Insurance

MAY

- Barns, Footing & Equipment

JUNE

- Hunter/Jumper
- Real Estate
- Riding Schools
- NAJYRC Preview
- Horse Expo

JULY

- Training
- Equine Nutrition
- Fitness for Horses & People

AUGUST

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- Dressage
- Therapeutic Products & Services

SEPTEMBER

- Education
- Photographers & Artists
- Hoof Care & Grooming

OCTOBER

- Eventing
- Fall Fashion
- Gift Guide: What's new on the market

NOVEMBER

- All Things Tack
- Gift Guide: Horse, Hound & Human

DECEMBER

- Year End Champions
- Gift Guide: Last minute shopping ideas for equestrians