

Barrel Horse
news

30TH
ANNIVERSARY
BHN

2026 Media Kit

Member of the  Morris Media Network

Celebrating **30** years
of the best in barrel racing coverage!



➤ **Mission**

Barrel Horse News is the leading resource in the barrel racing industry. The mission of our devoted team is to deliver informative and professionally crafted content to our ever-evolving and complex barrel racing audience.

We provide unique, original content on all things barrel racing, from regional to professional competition, futurities, derbies, rodeo, industry news, horse health features, in-depth training and horsemanship articles and more.

We have long taken pride in working to be the most trusted voice in the industry for readers of all ages and skill levels — we love and live this lifestyle ourselves.

► Readers

WHO THEY ARE

- Our subscribers are predominantly women, the buyers of the family.
- Most compete in the sport of barrel racing on varying levels. Many are involved through the breeding of barrel horses, producing barrel racing events or through other equine-related business.
- They are a devoted, engaged audience who hold *Barrel Horse News* in high regard. They tell us that they eagerly await delivery of *BHN* each month, read it cover to cover and save their issues to refer back to later. They give us regular feedback via letters, emails and posts on social media.

WHAT THEY BUY

- Subscribers to *Barrel Horse News* tend to be open to alternative therapies and approaches to equine athletes, interested in nutrition and supplementation and open to alternative approaches to equine healthcare.
- They appreciate a Western lifestyle, particularly the latest trends in fashion and tack, and look for apparel and equipment that will be comfortable while reflecting their individual personalities.
- Barrel racers and their counterparts spend a great deal of time hauling to and attending events, so safety and comfort is a must when they choose their towing vehicle and trailer. Living-quarters trailers and trucks large enough to pull them are the package of choice.

"It is a favorite magazine, and I look forward to it each month."



"Please keep publishing the print magazine."

BHN AUDIENCE

97%
of *BHN* readers own horses.

80%
of *BHN* readers own property.

47%
of subscribers are members of NBHA.

GENDER

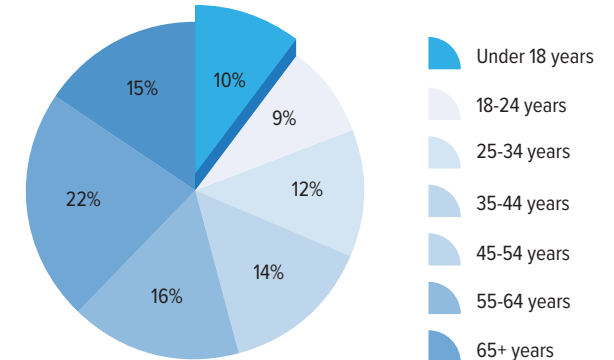


Female 94%

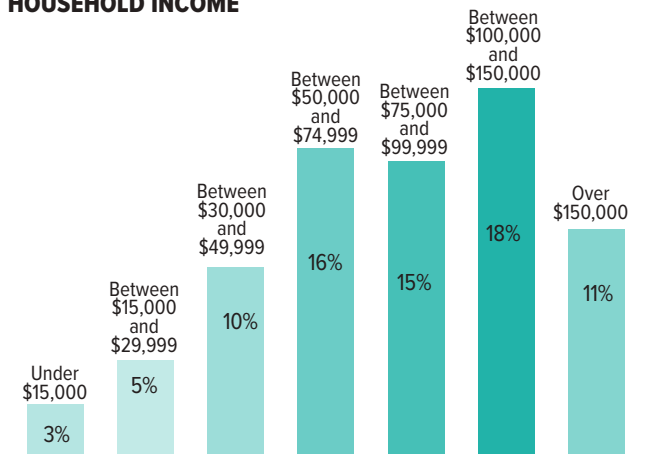


Male 6%

AGE



HOUSEHOLD INCOME



➤ Distribution



20,000+
Total Distribution
13,000
Association Households

2026 BHN PARTNERSHIPS

WESA
Road to the Horse
BBR World Finals
WCRA
BBR OKC Futurity
American Association of Equine Practitioners Convention

Barrel Bash
All in Barrel Race
National Finals Rodeo — **Cowboy Christmas**
National Finals Rodeo — **Pro Rodeo League of Women Style Show & Luncheon**

Additional copies of BHN are distributed at large events each month, including but not limited to the following:

JANUARY – WESA, MVP Futurity, Greg Olson Memorial, Sherry Cervi Youth Championships

FEBRUARY – GTBRA, Sunshine Classic Team Roping, Kinder Cup Futurity, Royal Crown Barrel Race

MARCH – Josey Ranch, C-N Barrel Futurity, Lucky Dog Productions, Dixie Classic, Barrel Bash, Elite Extravaganza, GTBRA, Road to the Horse

APRIL – VGBRA Barrel Daze, BBR World Finals, UBRA Futurity and 5D, Ruby Buckle

MAY – Josey Ranch, Lucky Dog Productions, Breeders Challenge Qualifier #3, Royal Crown, Old Fort Days, Crawfish Craze

JUNE – Josey Ranch, NBHA Las Vegas Super Show, All American Youth Barrel Race, Colorado Classic Futurity, Destry's Free 4 All, NBHA Syracuse Super Show

JULY – Josey Ranch, Elite Barrel Racing Summer Sizzle, BRN4D Championship Finals, NBHA Youth World Show

AUGUST – Royal Crown, Megan McCain Memorial Barrel Race, WESA

SEPTEMBER – Equinety Tiger Town Showdown — GTBRA, Josey Ranch, Cornhusker Futurity, Fizz Bomb Barrel Race Classic, UBRA September, The Ardmore Futurity

OCTOBER – Josey Ranch, BBR Southern Territorial, Pink Buckle, GTBRA, Revolution Barrel Racing Finale, Pro Elite World Finals, Barrel Bash

NOVEMBER – Elite Barrelnanza, NBHA World Show, BFA, CBT Barrel Racing — Christmas Cash & Race of Champions, Fiddlers Turkey Run, Top Shelf Breeders, WPRA World Finals

DECEMBER – BBR OKC Futurity, Top 15 NFR Barrel Racers, All in Barrel Race, Pro Rodeo League of Women's Style Show & Luncheon, NFR Cowboy Christmas, Lucky Dog Productions



➤ Editorial Calendar

JANUARY: BHN 30TH ANNIVERSARY ISSUE

In 2026, *Barrel Horse News* will celebrate 30 years of being the leading source of information and entertainment in the barrel racing industry.

➤ **Spotlight Feature:**

Legends & Leaders: A look at the past 30 years of leaders in the barrel racing industry.

FEBRUARY: THE BREEDERS ISSUE

Geared for both mare and stallion owners, The Breeders Issue covers the ins and outs of breeding and raising barrel horses.

➤ **Spotlight Feature:**

Your Horse's Health: Mobile Aspiration Units – a look at how mobile aspiration units with oocyte recovery are making impacts in the barrel racing industry.



MARCH: ANNUAL EQUISTAT LEADERS ISSUE

Features EquiStat's 2025 leading horses, riders, owners, breeders and bloodlines across all ages and divisions, plus futurities and rodeos.

➤ **Spotlight Feature:**

EquiStat's Annual Statistical Review – leading horses, riders, owners, breeders and bloodlines across all ages and divisions, plus futurities and rodeos of 2025.

APRIL: ANNUAL EQUISTAT DIVISIONAL LEADERS ISSUE

A salute to the grassroots barrel racers. EquiStat's 2025 leading divisional horses, riders, owners, breeders and events from 1D to 4D.

➤ **Spotlight Feature:**

EquiStat's Annual Divisional Statistical Review – EquiStat's 2025 leading divisional horses, riders, owners, breeders and events from 1D to 4D.

MAY: THE TACK AND EQUIPMENT ISSUE

Explore the best practices in tack, gear and equipment to be successful in the barrel racing industry.

➤ **Spotlight Feature:**

New and Noted: A look at some of the newly released tack and gear items, and how they can benefit your horse and program.

➤ SAS: this issue contains a Tack and Equipment Special Advertising Section.

JUNE: THE HEALTH AND NUTRITION ISSUE

Horse and human health and nutrition practices, resources and more to keep both horse and rider fit for competition.

➤ **Spotlight Feature:**

Understanding Inflammation: How to recognize, treat and manage inflammation in barrel horses.

➤ SAS: this issue contains a Health and Nutrition Special Advertising Section.

JULY: THE EQUINE PROFESSIONALS ISSUE

Dedicated to those both in the spotlight and behind the scenes that make the barrel racing industry go round.

➤ **Spotlight Feature:**

Managing Client Relations: How professional barrel horse trainers manage client relations, and the importance of a good working relationship.

AUGUST: THE LIFESTYLE ISSUE + LIFETIME STATISTICAL REVIEW

Highlights everything from arena fashion to the horses we ride and everything we love about the industry.

➤ **Spotlight Feature:**

Statistical Review: an exclusive look at the EquiStat All-Time Leading Horses, Riders, Sires, Dams, Owners and Breeders.

SEPTEMBER: THE BEGINNER ISSUE + YOUTH AMBASSADORS AND YOUTH RODEO ROUNDUP

How to start your barrel racing journey, no matter your age or skill level. Everything from basic needs to training, selecting the right horse and more.

➤ **Spotlight Feature:**

Climbing the Ranks: professional barrel racers and career barrel horse trainers share how they got their start and offer advice to aspiring barrel racers.

OCTOBER: THE HORSE CARE AND MANAGEMENT ISSUE

From horse care to barn and facility management, this issue encompasses a wide variety of topics specifically curated for the barrel horse owner.

➤ **Spotlight Features:**

Managing Older Horses: Keeping your older horse competing.
Dream Tack Rooms: Designing your dream tack room from layout to functionality.

NOVEMBER: THE FUTURITY ISSUE

THIS ISSUE IS DISTRIBUTED AT THE BFA

This issue highlights the futurity season and the best tips for making the most of the entire futurity experience.

➤ **Spotlight Feature:**

Building Your Business: How to start a training business via Q&A with successful futurity trainers on how to get clients and start your business.

➤ SAS: this issue contains a Holiday Gift Guide Special Advertising Section.

DECEMBER: THE RODEO ISSUE

THIS ISSUE IS DISTRIBUTED AT THE NFR

Built to help you navigate the Wrangler National Finals Rodeo with the Women's Professional Rodeo Association's Top 15 barrel racers preview and more.

➤ **Spotlight Features:**

WPRA Top 15 Preview
Rookie of the Year
NFR-Qualifying Horses

IN EVERY ISSUE:

- Charmayne James' Tips
- Your Horse's Health (every other month)
- World Champion Reflections
- Outside the Arena (every other month)
- The season's biggest events
- Drill of the Month (every other month)

➤ Digital Opportunities

EVENTS:

The leading sources for the widest-range coverage of the best barrel racing events of the year. From professional rodeos to futurities, derbies and regional and divisional barrel races.

- Multiple events featured on *barrelhorsenews.com* and in print each month
- Events include, but not limited to: WPRA/PRCA pro rodeos and circuit finals, Stock Show Rodeos, The American Rodeo, Old Fort Days Futurity, Women's Rodeo World Championships, Kid Rock's Rock N Rodeo, College National Finals Rodeo, BBR Midwest Xtravaganza, WPRA summer rodeo run, NBHA Youth and Open World Championships, Youth Rodeo Roundups Barrel Futurities of America World Championships and the Wrangler National Finals Rodeo.

EQUISTAT INSIDER STATS:

EquiStat exclusive data featuring Annual, Lifetime and Divisional statistical reviews, plus detailed highlights of leading events, horses, riders and more via EquiStat records.

- Occurs on *barrelhorsenews.com* minimum 6-times per year
- Occurs in print monthly

WPRA WORLD STANDINGS UPDATES:

Follow along as BHN brings you updates from the Women's Professional Rodeo Association World Standings, including highlights on the leading horses and riders of the WPRA.

- Occurs on *barrelhorsenews.com* monthly

YOUR HORSE'S HEALTH:

Highlights horse-health practices across a myriad of topics including health protocols, recognizing illness, treating diseases, maintaining performance, improving health and nutrition, fitness practices and more.

- Occurs on *barrelhorsenews.com* minimum 6-times per year
- Occurs in print 6-times per year

TRAINING & HORSEMANSHIP:

Training and horsemanship articles, videos or demonstrations across variety of topics from training program philosophies to step-by-step instructions.

- Occurs on *barrelhorsenews.com* minimum 6-times per year
- Occurs in print minimum 6-times per year via Drill of The Month, Training Features and more

BREEDING & BLOODLINES:

This department highlights the bloodlines, pedigrees and breeding operations of the leading horses and breeders of the barrel racing industry.

- Occurs on *barrelhorsenews.com* minimum 4-times per year
- Occurs in print monthly

HORSE & RIDER PROFILES:

This department profiles current, past and up-and-coming leading horses and riders of the barrel racing industry.

- Occurs on *barrelhorsenews.com* and in print minimum 4-times per year

TACK & EQUIPMENT:

Highlights newly released tack and equipment, as well as best practices of all varieties of barrel racing tack and equipment. From saddles to arena drags, and everything in between.

- Occurs on *barrelhorsenews.com* minimum 4-times per year

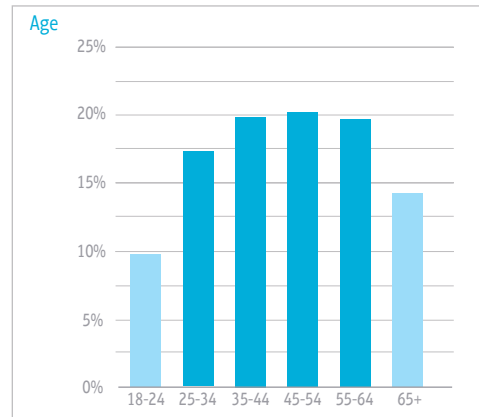
➤ Digital Audience



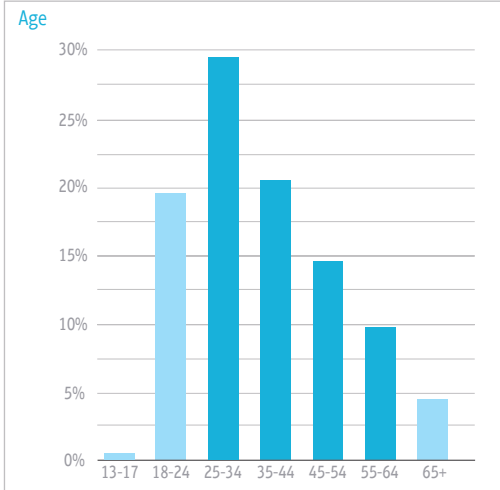
BHN reaches more than **2.8 Million** barrel racing fans digitally each month.

- 64.7%** women **35.3%** men
- Average monthly pageviews: **58,256**
- Average monthly sessions: **44,028**
- Mobile and tablet traffic: **82%**
- Desktop traffic: **21.3%**
- Email list: **27,241+**
- Fast Time Newsletter: **30,831+**
- YouTube: **11,430+**

WEBSITE:



YOUTUBE:



YouTube:

Subscribers: **12,445**

Facebook:

Followers: **265,511**

Men: **22.7%**

Women: **77.3%**

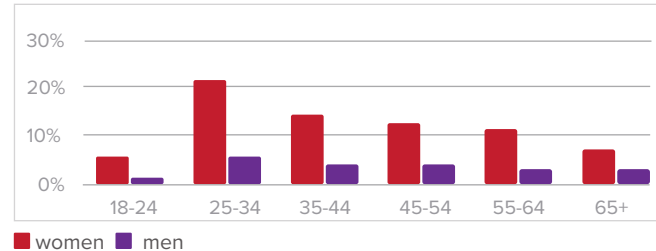
Instagram:

Followers: **122,698**

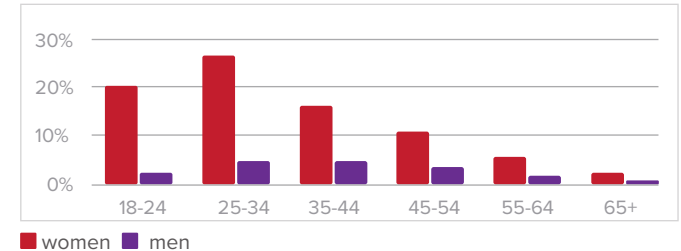
Men: **18%**

Women: **82%**

FACEBOOK:



INSTAGRAM:



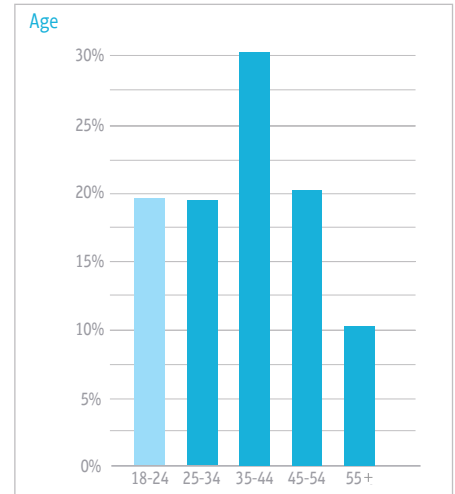
TIKTOK:

TikTok Audience:

Followers: **28,356**

Men: **21%**

Women: **79%**



➤ Print to Digital Package

The *Barrel Horse News* Print to Digital Package

Partner with us each month as we bring top-tier content from *Barrel Horse News* magazine to our website and social media for our digital audience to enjoy. From expert how-tos and in-depth feature stories to event recaps, statistics and more, these pieces deserve a place on digital screens.

Your targeted web banner ads will surround these articles, and we'll tag your social accounts when they're shared on social platforms for added exposure.

These are our most-read, carefully curated pieces, offering consistent opportunities for sponsor messaging across our sites, month after month.

How it Works:

- Pick the issue that aligns with your goals. Our award-winning content team repurposes content from the print issue and pushes it out via *barrelhorsesnews.com*, social media and email to our dedicated and vast digital audience
- Roadblock display ads around content
- Tagged in social media posts promoting content
- Featured in weekly VIP newsletter for the month

\$3,500 per month

Details:

- Limited Opportunity for ONE advertiser per month.
- Additional discounts available for quarterly, bi-annual or annual package purchases.



➤ Content Sponsorships

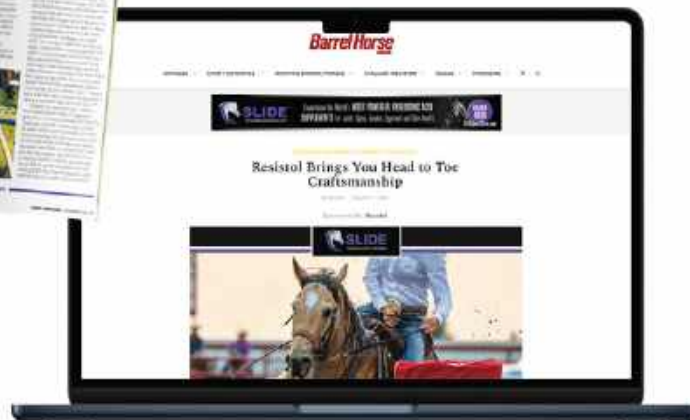
Sponsored Column

Print + Digital

Pair your brand with high-quality content that resonates with our barrel racing audience.

- Editorial department article utilizing advertiser experts as source on agreed upon topic
- Includes two-pages of editorial with advertiser logo
- Product placement sidebar with direct to purchase links
- Article pushed to *BHN* website with:
 - Roadblock ads around article
 - Social media promotion
 - In-depth newsletter with column content

Package Value: \$7,500
Package Price: \$6,500



Digital only

- Roadblock leaderboard and box ads around the content for 30 days
- Sponsor tagged in two Facebook posts driving to the article on our webpage
- Article placed in Fast Time Newsletter with sponsor mention

Package Value: \$1,750
Package Price: \$950



➤ Native Content

Advertiser-generated story on homepage for the month and remains on website at least 12 months. This is an invaluable opportunity for your brand to present products in a unique storytelling way and align yourself with the authentic and trusted brand of *Barrel Horse News*.

This package includes social pushes, roadblock ads around content and an email blast.

Package Value: \$4,700
Package Price: \$3,000

➤ Need help telling your story?

Our team of editorial professionals can craft a compelling article, all you need to provide is a few talking points.

Add-On Price: \$350

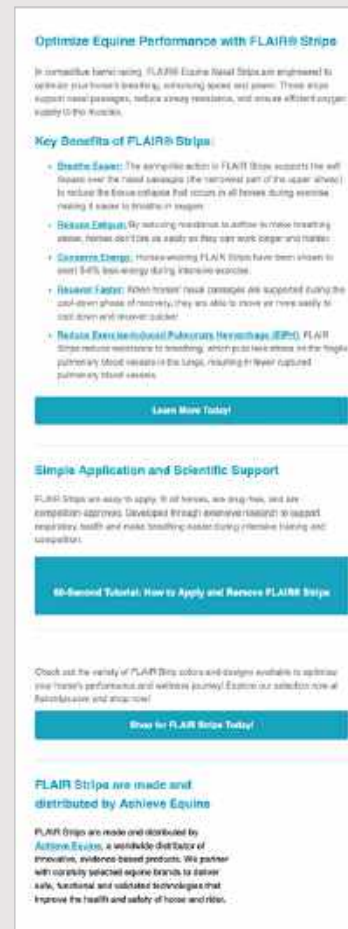
➤ Need help with photos?

We've got you covered with stock photography to enhance your overall brand message.

Add-On Price: \$150



Facebook post



Email blast



Barrel Horse News website

Product Spotlight

An exclusive opportunity to showcase a product or show off your equine gear. This advertiser-generated write-up will be featured on the *BHN* website with social pushes from Facebook and the Fast Time newsletter.

Package Value: \$2,300
Package Price: \$1,500

► Need help telling your story?

Our team of editorial professionals can craft a compelling article, all you need to provide is a few talking points.

Add-On Price: \$350

► Need help with photos?

We've got you covered with stock photography to enhance your overall brand message.


Add-On Price: \$150

Product spotlight on *BHN* Facebook page



Product spotlight on *BHN* website

SPONSORED CONTENT
Why Barrel Racers Trust Martin Saddlery Reins
By Jessica Evans | October 17, 2024



Sponsored by Martin Saddlery

It's been said thousands of times: "Reins are an extension of your hands." The way you communicate through your hands to your horse can have a significant impact on their understanding, willingness, and overall confidence in your leadership abilities. Consistent, quiet, and effective hand communication will grow a horse's confidence and understanding, ultimately leading to success. Having the right reins in your hands can make a world of difference.

For over two decades, **Martin Saddlery** has been offering a wide range of high-quality and reliable **leather reins**, understanding that every barrel racer has their own preference. With a variety of materials, sizes, and textures available, their goal is to help you find the perfect reins that you can hold confidently as you head toward the first barrel.


Barrel Rein Materials

They craft, specialize, and have perfected a wide range of barrel reins, all made from different materials.

Here are some basic things to know about each material:

- **Leather** (All leather products are made with the highest quality Horween Oak Leather)
- **Harness** Firm, stable, and originally made for harness-draw tasks. Due to its tanning process, has a more robust body and is known for its durability and weather-resistant nature.
- **Latex** Softer and more flexible. Due to its tanning process, has a water-resistant nature and was originally created for use in straps, belts, and more.
- **Biothane**
- Provides a non-slip surface for your hands—So useful to worry about losing your grip in the middle of a turn.
- **Mohair Blend**
- It's a lightweight, soft feel with plenty of movement and an exceptionally soft, with a slight "give".
- **Nylon**
- Economically friendly choice, these lightweight reins have been used in the barrel pen for decades because of their strength and reliability.

Martin Saddlery Barrel Rein Options




Leather

- **Latigo Leather Reins** Features a clean look with a smooth feel. Martin Saddlery kept it simple with the design of these reins, removing the added weight of any extra features.

Newsletter component


FAST TIME
BarrelHorse

BHN.com | Subscribe | Register | Upcoming Events



2024 UNOFFICIAL WPRA Top 10
 The 2024 Women's Professional Rodeo Association's pro rodeo season was a race to the finish! Leading exciting runs and record-breaking finishes.


[Read More](#)



Take the Reins
 Sponsored by Martin Saddlery

It's been said thousands of times: "Reins are an extension of your hands." The way you communicate through your hands to your horse can have a significant impact on their understanding, willingness, and overall confidence in your leadership abilities. Consistent, quiet, and effective hand communication will grow a horse's confidence and understanding, ultimately leading to success. Having the right reins in your hands can make a world of difference.


[Read More](#)



Safe and Secure: Building Pens at Rodeos
 When it comes to traveling and staying on rodeo grounds overnight, finding what makes your horse most comfortable, such as building pens off of your trailer, is important.


[Read More](#)

STALLIONS OF THE WEEK



Write Your Own Fate
 Dean's Farm x EX Penetration
 Nylon

[Check Him Out](#)



Write Your Own Fate
 Dean's Farm x EX Penetration
 Nylon

[Check Him Out](#)

➤ Social Media Opportunities

Stand-Alone Facebook Post **\$400**

Spread your message and build brand awareness with our highly engaged Facebook audience.

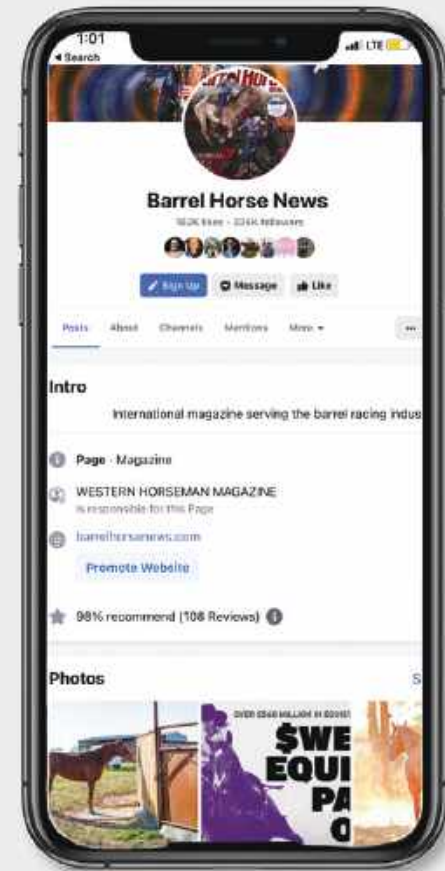
Instagram Post **\$300**

Promote your products or tell your brand's story through compelling visuals aimed at our highly engaged Instagram audience.

Social Media Event Sponsorships

Extend your reach and tap into our highly engaged fan base with this exclusive partnership opportunity. Align your brand with *Barrel Horse News* as we bring highlights, behind-the-scenes exclusives, interviews and more to passionate readers across our social media platforms from some of the most elite barrel racing events of the year.

Price varies per event.



Facebook & Instagram sponsorships do not exclude **BHN** from acting as a social media site and sharing interesting news and information in addition to sponsorship postings.

➤ Social Media Storytelling Videos

By harnessing the power of social media videos, this opportunity pairs one of *Barrel Horse News's* trusted content creators with one of your brand's experts, endorsers, or sponsored athletes. This option enhances your brand's visibility through our editorial creativity while delivering a valuable, educational entertaining brand message to our audience.

Reasons Why Video is Right for Your Brand:

- Short-form video delivers the highest ROI compared to other marketing trends.
- Users will retain 95% of a message watched on video as opposed to only 10% read in text.

How it Works:

- Vertical videos posted on Barrel Horse News social media accounts including Facebook, Instagram and TikTok.
- Your brand tagged as a collaborator on Instagram & TikTok, so the content appears on your brand feed.
- Videos will be shared to the Facebook/Instagram stories as well.
- Videos can be interview or b-roll format

\$1,250

for a single video (15-60 seconds in length)

\$3,250

for a series of 3 videos
(filmed at one time, each 15-60 seconds in length)

Project Details:

- Limited availability to produce these kinds of videos.
- Priority is given to content creation that can take place at a mutually agreed-upon industry event. Travel expenses may apply.
- Captured on a smartphone. Organic, authentic footage with minimal editing.



➤ Email Marketing Opportunities

Sponsored Facebook Post & Newsletter Package

Package Value: \$2,250
 Package Price: \$1,500

Editorial-style content sent to our full email list written to help readers solve a problem or offer helpful tips, plus two Facebook posts of advertiser's choice.



Barrel Horse
news

FEATURED PARTNER

SPONSORED NEWSLETTER

Support Your Summer Run with SUCCEED — A Once-a-Day, Every-Day Nutritional Program for Complete Digestive Tract Health in Horses

One of the most challenging aspects of the summer run schedule is the multitude of changing elements the horses endure. These inconsistencies can cause horses tremendous digestive imbalance and subsequent problems if not managed correctly.

The good news is there are ways to minimize the adverse effects on your animals. Getting your horses primed and ready months in advance is one of the best ways to prepare them for a busy schedule. If you are proactive with your horse's digestive health, the challenges of extreme traveling should not affect them as harshly, if at all.

SUCCEED Digestive Conditioning Program provides welcome consistency to help your horse's digestion stay healthy in the face of these challenges.

Feed SUCCEED daily as a natural, nutrient-based method to maintain your horse's total digestive health. SUCCEED works to support and optimize the entire GI tract in many ways, including:

- Slows the transit of grain through the foregut, which equals more complete digestion. This lets them absorb nutrients more fully and keeps undigested grain from disrupting the hindgut.
- Balances the hindgut and feeds/encourages the growth of good bacteria.
- Supports healing and recovery in the gut, as well as a healthy gut lining and mucosa.

Watch your good horses become GREAT, and experience your best run yet with SUCCEED! Take the Challenge risk-free in our notifiable changes within 60 days — or it's your money back.

[Read More](#)



Barrel Horse News
 Publishing since 1988 • July 28 at 10:00 AM • 26

MYTH: Barrel horses have high energy demands, so feeding popular "feed or complete" feeds will help them to maintain weight and obtain the energy they need.

FACT: Most of these common grain feeds are too high in "sugar," or what's more technically known as NSC (non-structural carbohydrates). It's the equivalent of feeding an athlete large bowls of sugar cereal for breakfast and dinner, and then expecting them to be at peak health and able to perform.

SUCCEED Digestive Conditioning Program supports good digestive health in horses, ensuring they get the full nutrition available from your carefully designed feed program.

Does your horse need SUCCEED? Take a simple quiz to find out! <https://www.succeedequine.com/quiz/digestive-health-quiz/>

This post is brought to you by [Precision Health](#)

Stand-Alone Eblast

\$1,650

Your custom image sent to our full email list driving customers directly to your website.



FLAIR
RESPIRE. PROTECT. PERFORM.

**EVERY HORSE.
EVERY BREATH.**

Optimize their breathing.
Unleash your FLAIR.®

Designed by veterinarians to make breathing easier for every horse, FLAIR® Nasal Strips are clinically proven to reduce EIPH, quicken recovery, and optimize performance.

Experience the breath of innovation at FlairStrips.com

SEE THE SCIENCE

FLAIR
RESPIRE. PROTECT. PERFORM.

f i y x d

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 FLAIR® Strips | Active Equine, PO Box 81 Dallas, MN 55338



➤ Fast Time Newsletter

BHN Fast Time Newsletter Banner Ad

Place your banner ad within our weekly newsletter featuring editorial content. Two ad spots maximum per newsletter.

\$300/week

BHN Fast Time Newsletter Sponsored Article

Drive people directly to your website from a sponsored article spot in our weekly Fast Time newsletter. One article ad spot maximum per newsletter send.


\$500/week



Banner Ad 600 x 100 px

FAST TIME
Barrel Horse

[BHN.com](#) | [Subscribe](#) | [EquiStar](#) | [Upcoming Events](#)



All-Time Barrel Racing Leaders
Barrel Horse News has highlighted the leaders in the barrel racing industry through our annual statistical review issue showcasing the leading owners, breeders, riders, horses, sires and dams.


[Read More](#)

Sponsored Article 600 x 300 px

Boost Your Horse's Health
Sponsored by Kemlin Equine

To achieve optimal horse performance and growth, you must first understand the science behind it. Learn about the hierarchy of horses' needs to understand what they need to thrive, and how KemTRACER Chromium can help. The first product of its kind on the market, this highly bioavailable source of chromium propionate can help reduce the negative impacts of stress and foster health, immunity, growth and performance of your horse. See how.

[Learn More](#)



Building Blocks: What Makes a Good Barrel Horse?
Build a solid foundation for a winning equine conditioning program by selecting the right genetics, conformation and nutrition.

Banner Ad 600 x 100 px

► Display Ad Offerings

A. Anchor Ad \$2,250/month

High-impact mobile and desktop ad, one advertiser/month, 100% SOV per month, >90% viewability.

B. Pop-Up* \$1,750/month

One advertiser/month with 100% SOV, this ad is sure to stop website viewers in their tracks.

C. Billboard** \$600/month

High-impact display ads with excellent CTR.

Display ad package Package \$550/month

D. Leaderboard**

E. Box*

F. Mobile*

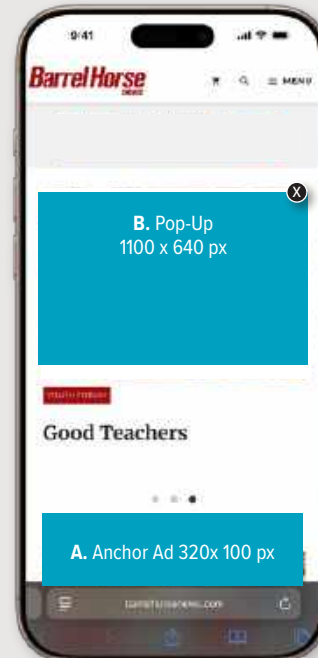
Display ads rotate through multiple positions.

G. Filmstrip* \$500/month

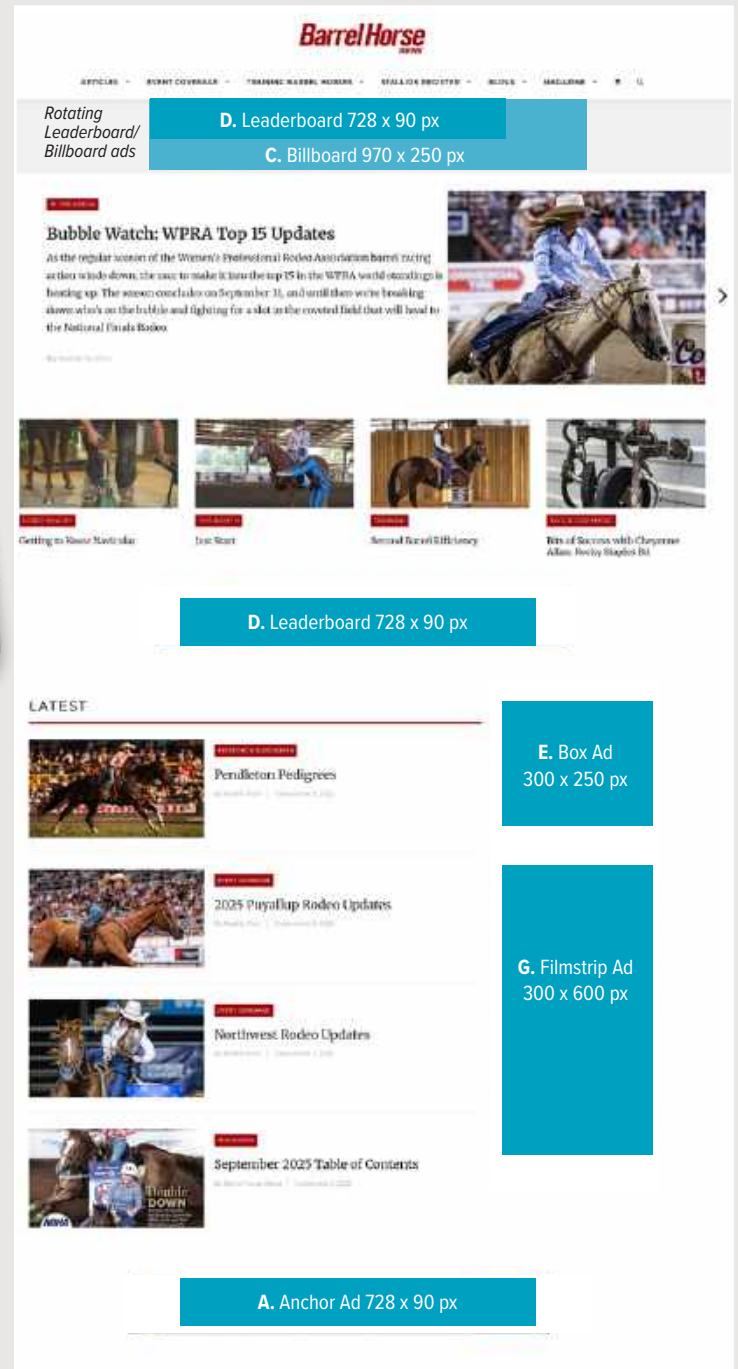
High-impact mobile ad, one advertiser/month, 100% SOV per month.

* Advertisers need to provide URLs for all ads.

** Billboard and Anchor ads also include a mobile ad(s)



Desktop



EquiStat and Stallion Register Display Ad Offerings

A. Anchor Ad* **\$850/month**
 High impact mobile and desktop ad, one advertiser/month, 100% SOV per month.

B. Billboard** **\$450/month**
 High-impact display ads with excellent CTR.

Display ad package **Package \$350/month**

C. Leaderboard**

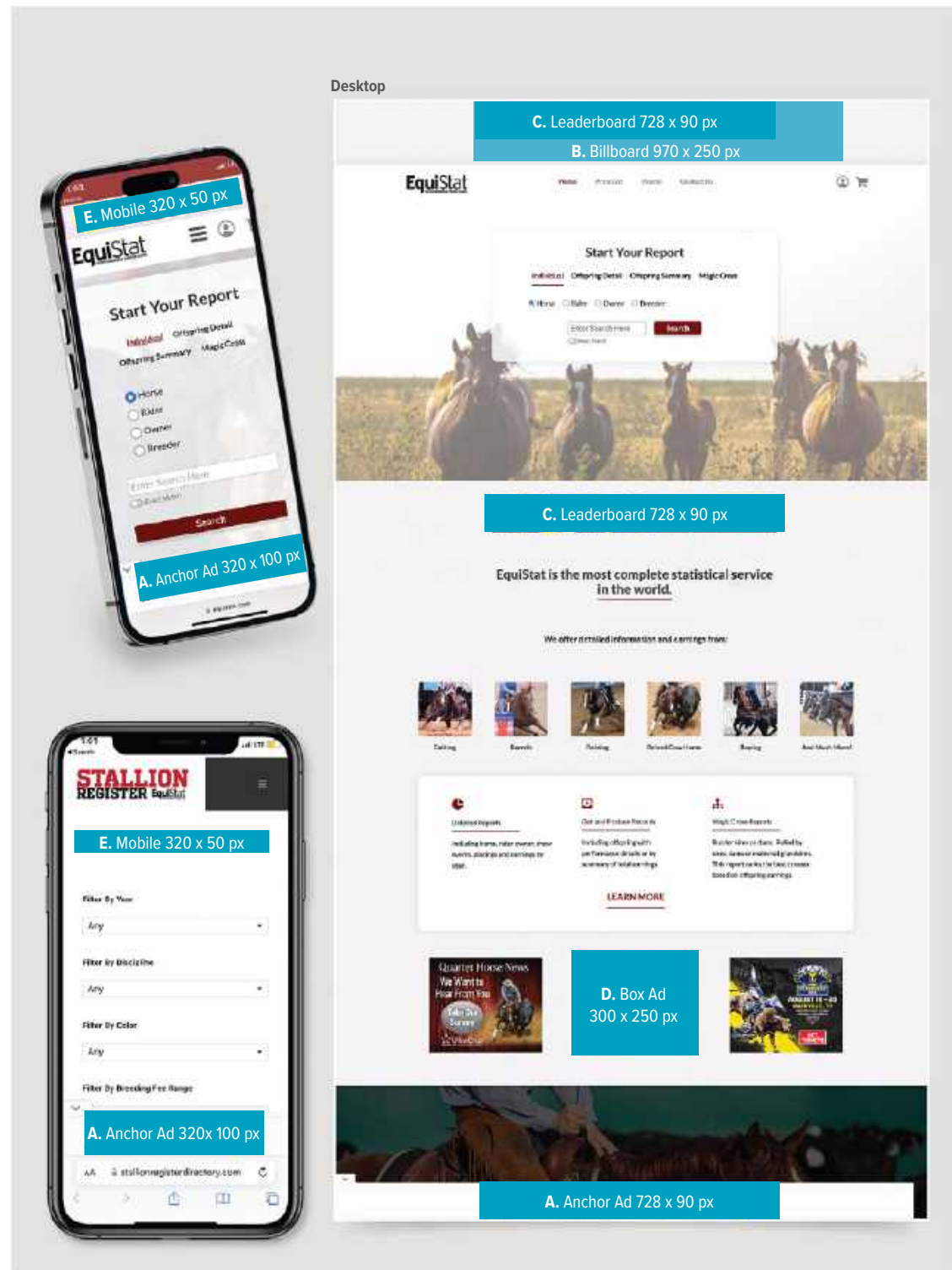
D. Box*

E. Mobile*

Display ads rotate through multiple positions.

* Advertisers need to provide URLs for all ads.

** Billboard, Anchor and Leaderboard ads also include a mobile ad.



► Programmatic Solutions



COMPETITIVE BLEND DISPLAY

Deliver a targeted message

An effective way to promote brand awareness, these banner ads appear on websites across mobile, desktop and laptop devices. We are able to target interests, behaviors and specific demographics and geographics of consumers as an effective way to deliver your message to a precise audience.

\$8 CPM



DEVICE ID ADDRESS MATCH

Target BHN subscribers on their devices

Display campaign targeting specific devices that are known to dwell in the residential addresses of our *Barrel Horse News* subscriber list. Household extension can reach every device in the house.

\$17 CPM; Serve up to 125,000 impressions per month

DEVICE ID

Target customers on their specific devices.

Geo-Fence — Using display ads, target devices that have been within a geo-frame during a previously specified time frame. This allows your brand to target event attendees of major rodeos and barrel races to ensure you're hitting your target audience.

\$15 CPM



SITE RETARGETING

Target visitors to bhn.com

Reach consumers long after they have visited your website or target visitors of *barrelhosenews.com* with this programmatic display campaign.

\$14 CPM



All options require a three-month minimum commitment with a minimum of 40,000 impressions served per month.

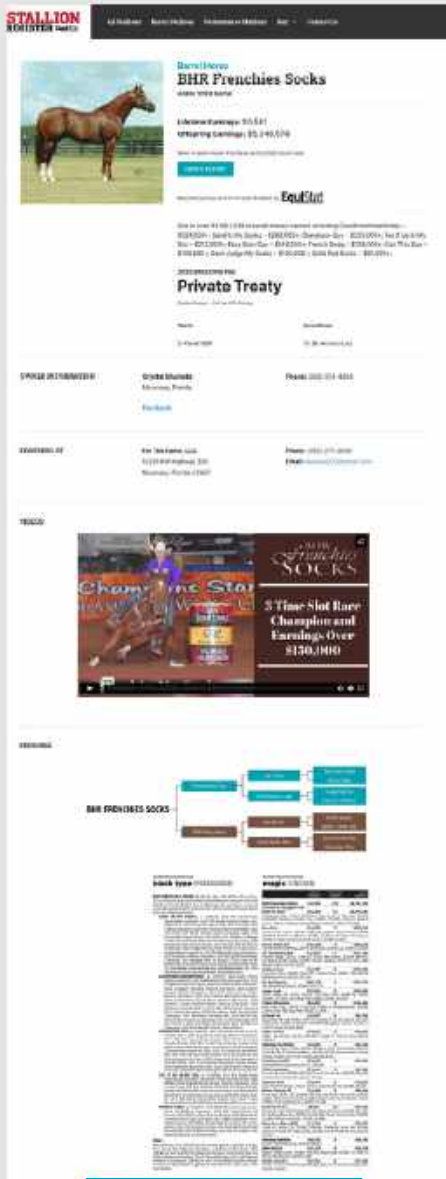
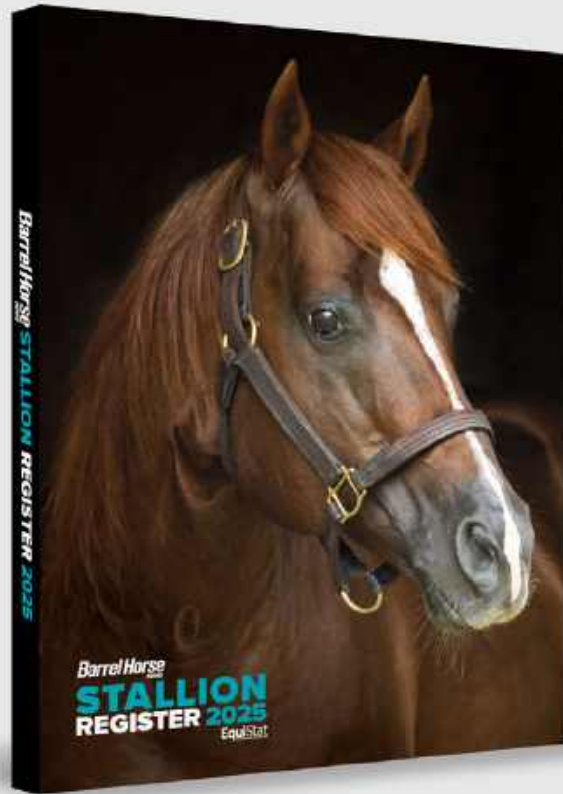
- Campaigns run by a team of experts
- Quality data inventory
- Transparent reporting

➤ Stallion Register

Don't miss the opportunity to **promote your stallion** in the barrel racing industry's **go-to guide** for **breeding decisions!**

A valued, mare owner resource that is saved and referred back to year after year.

- Sent to *BHN* subscribers
- Available at the NFR & other major events
- Stallion data from EquiStat
- Includes Black Type Pedigree & Magic Cross Reports plus 5-Year Industry stat charts and more
- Online Stallion Directory page updated daily
- Social media stallion promotion



Sample online multi-functional Stallion Directory



Sample Facebook post



Sample page spread in Stallion Register



➤ Ad Sizes/Rates

DISPLAY ADVERTISING RATES

	1x	3x	6x	12x
Full Page (Four-Color)	\$1,745	\$1,675	\$1,620	\$1,565
2/3	\$1,530	\$1,470	\$1,440	\$1,395
1/2	\$1,295	\$1,245	\$1,210	\$1,170
1/3	\$1,105	\$1,060	\$1,030	\$990
1/4	\$830	\$800	\$775	\$745

For covers and preferred positions contact your sales representative.

ADVERTORIAL SECTION

Advertorial Section includes display ad space and up to 100 words of editorial.

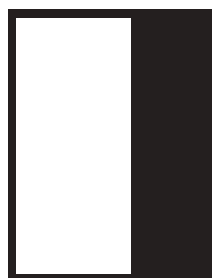
FP (FC)	\$1,169	2/3 (FC)	\$1,056	1/2 (FC)	\$919
1/3 (FC)	\$807	1/4 (FC)	\$623	1/6 (FC)	\$447

DEADLINES

Issue	Ad Space Deadline	Ad Materials Due	In Homes
January	11/6/25	11/13/25	1/3/26
February	12/10/25	12/17/25	2/3/26
March	1/9/26	1/16/26	3/3/26
April	2/6/26	2/13/26	3/31/26
May	3/12/26	3/19/26	5/6/26
June	4/9/26	4/16/26	6/3/26
July	5/7/26	5/14/26	7/1/26
August	6/11/26	6/18/26	8/4/26
September	7/10/26	7/17/26	9/2/26
October	8/7/26	8/14/26	9/29/26
November	9/11/26	9/18/26	11/3/26
December	10/9/26	10/16/26	12/3/26

Full Page

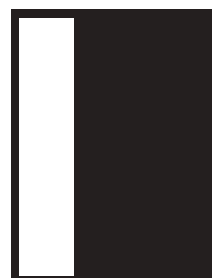
Bleed
8.25 in x 11 in
Trim
8 in x 10.75 in
Live area
7.5 in x 10.25 in



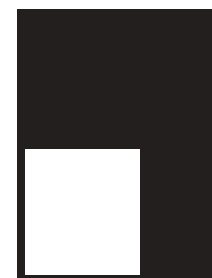
2/3 Page Vert.
4.47 in x 10 in



1/2 Page Horiz.
7 in x 4.875 in



1/3 Page Vert.
2.11 in x 10 in



1/3 Page Square
4.47 in x 4.875 in



1/4 Page
3.34 in x 4.875 in

CONTACT YOUR SALES REPRESENTATIVE

DD DeLeo

dd.deleo@cowboypublishing.com
719-661-8793

Rayanne Engel Currin

rayanne.engel@morris.com
209-759-3395

Bobbie Cook

bobbie.cook@morris.com
209-304-1974

➤ General Information

- **Frequency Discounts:** Frequency discounts are earned within a 12-month (12-issue) period. Advertisers with contracts will be billed at contract rate. Those who fail to fulfill their contract within the 12-month term will be charged back the difference between earned and contracted rate.
- **Agency Commissions:** An agency commission is available for all established agencies.
- **Copy:** All ad copy is subject to approval by the publisher. Agency-generated insertions must be camera-ready. Improperly prepared copy will be revised at the advertiser's expense or returned for revision if time permits. Advertisers may submit materials for ads in manuscript form, and Barrel Horse News will lay out and construct the ad.
- **Proofs:** If copy is received five days prior to ad closing deadline, proofs will be returned for review prior to publication. Otherwise, proofs will be sent for record only, with no opportunity for corrections. Proofs are not furnished on camera-ready ads unless changes are required.
- **Changes and Cancellations:** Changes in supplied copy or text will be charged a minimum rate of \$25. All advertisements ordered set and not used will be charged for composition. Cancellations are not accepted after closing date and must be received in writing on or before closing date.
- **Bleed and Special Positions:** Bleed ads are accepted at no additional charge. No bleeds on partial page ads. Special position requests may be approved for full page ads only, at an extra charge of 15 percent of the black-and-white rate.
- **Display Ads:** Defined as ads at 1/6-page through full page b&w or color ads outside of the Special Sections.
- **Special Section Ads:** Defined as ads within the special Stallion Showcase, Barrel Arena and Horses For Sale section.
- **Positioning:** Publisher will make every effort to comply with position requests, but will not be bound by any conditions appearing in contract, insertion order or copy instructions regarding position of advertising. Call for available positions and rates.
- **Payment Information:** Prepayment is required for all new customers. Net 30 days after credit has been established. To establish credit, a completed credit application must be sent to your sales representative. Orders without credit established must be accompanied by a check, Visa, MasterCard, American Express or Discover card number. Check by phone can also be used. Payment is due by materials-due deadline.
- **Liability:** Accounts that show balances of 60 days or more may have their advertisement withheld until the account is brought current. Publisher reserves the right to hold advertiser and its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

➤ Additional Policies

PRINTING

Covers and text pages are printed on high-speed, web-fed, offset presses. Magazine is perfect bound and jogs to the foot.

- **Color Specifications:** SWOP (Specifications Web Offset Publications). Photos, graphics, and camera-ready ads should be converted to CMYK prior to submission. Total density of shadow areas should not exceed 300 percent for four-color ads. Color match prints must be provided for all color-sensitive ad materials.
- **Final trim size of magazine is 8" by 10.75". Non-bleed pages 7.5" x 10.25". Bleed page size, including trim, is 8.25" by 11". Spread bleed dimensions, single page document, are 16.5" x 11". All full page ads can be bled all around with 1/8" trim both sides, top, and bottom. In all bleed pages, type and pictorial matter to be retained should be kept within 7.5" width, 10.25" depth. Bleed available on full pages only.**
- **For covers and inside pages, SWOP (Specifications Web Offset Publications) standards apply. Total density of shadow areas should not exceed 300 percent for four-color ads.**

DIGITAL REQUIREMENTS

- **Camera-Ready:** PDF files with embedded fonts and that comply with PDF/X1a standards (Adobe 4 or 5 - PDF version 1.3 or 1.4) are preferred. Flattened EPS or TIF files are also accepted. All images within these files must be 300 dpi and saved as grayscale or CMYK to SWOP standards for best color and image reproduction.
- **Revised Ads:** If sending files that will need to be altered in later issues or to meet any mechanical requirements, we accept files created in InDesign, Illustrator and PhotoShop only. These files must be accompanied by all art files for logos, images and fonts used to create the ad.
- **Materials for Ads created by Barrel Horse News:** Copy and layout instructions must be provided in .txt or .doc formats. Only digital photos and graphics are accepted and must be 300 dpi with printed dimensions no smaller than the size they are intended to be reproduced. Font choices are at the discretion of Barrel Horse News, unless provided by the advertiser.
- **For All Ad Submissions:** Laser prints are recommended to confirm the appearance of digital materials and are for position only. Color-match prints are recommended for all color-sensitive materials. Materials may be supplied via e-mail, FTP, CD or DVD. For e-mail or FTP, please compress files with any self-extracting compression program. Contact your sales representative for a detailed production specification sheet. Files under 10 MB may be e-mailed to your sales representative. FTP file transfers are available for larger files. Please contact your sales representative for User ID and Password.
- **Ad Proofs:** Ad submissions that require a confirming proof must meet all issue date closing dates and be received in the Fort Worth sales office prior to the materials deadline. All proofs will be sent via email in a low-resolution PDF to confirm copy and graphics are correct. Proofs are not furnished for camera-ready submissions or pick up.

Rates, conditions and space units are subject to change without notice.

The publisher reserves the right to accept or cancel all advertising copy or orders for any reason, at any time.

Barrel Horse News reserves the right to decline or reject any advertising for any reason at any time without liability, even if previously acknowledged or accepted.

Any copy resembling editorial, in the opinion of the publisher, shall have the word "advertisement" printed on the page. Advertisements with extensive copy must run in a space (vertical or horizontal) as designed. All advertisements and contents thereof are subject to the publisher's approval.

Advertiser materials will be kept on file for one year after publication date unless the advertiser has made special arrangements. After one year materials will be destroyed.

No sideways or upside down ads will be allowed.

► Digital Ad Specifications

STANDARD DISPLAY ADS

PRODUCT DIMENSIONS

- Anchor Ad: 728 x 90, 320 x 50, 320 x 100
- Pop-up: 1100 x 640
- Billboard: 970 x 250, 320 x 50
- Leaderboard: 728 x 90
- Box: 300 x 250
- Mobile Leaderboard: 320 x 50
- Filmstrip: 300 x 600, 300 x 250

SPECIFICATIONS

- Dimensions in pixels
- Formats: JPG, PNG, or GIF (no PDFs)
- 150kb max for static ads
- 1000kb max file size for GIF (animated ads)
- Resolution 72 ppi
- Standard banners should be built with responsive capabilities

MOBILE SPECIFICATIONS

Your ad is shared across all platforms in our responsive site. Rich media units need to support HTML5 or a backup GIF

- Formats: JPG, PNG, or GIF (no PDFs)
- 150kb max for static ads
- 1000kb max file size for GIF (animated ads)
- Best practice: provide a standard image file as backup for times when the user's browser does not support creative functionality (e.g., HTML5)
- All Third Party Tags should be submitted containing all necessary pre-inserted macros.

RICH MEDIA

PRODUCT DIMENSIONS

- Leaderboard: 728 x 90
- Filmstrip Ad: 300 x 600, 300 x 250
- Medium Rectangle: 300 x 250
- Mobile Leaderboard: 320 x 50

(no flash)

SPECIFICATIONS

- Specifications -- We can only accept rich media ads by Third Party Tags (HTML5)
- Third Party Ads Rich Media vendors accepted -- All acceptable vendors for Third Party rich media tags are listed here: <https://support.google.com/admanager/answer/177366?hl=en>

NATIVE CONTENT:

Featured image size: 1500x650
500-700 words of advertiser content
2-3 engaging photos (min. 1000 px wide)
Road block display ads (728 x 90 px, 300 x 250 px, 300 x 600 px, 320 x 50 px)
(1) stand-alone eblast (600 x 1,000 px, under 100kb), URL
(2) Facebook posts promoting content with boosting
(2) Facebook post advertiser's choice, need copy and URL (images 1200 x 630 px or 1200 x 1200 px)

PRODUCT SPOTLIGHT:

Featured image size: 1500x650
500-700 words of advertiser content
2-3 engaging photos (min. 1000 px wide)
Inclusion in the *BHN* Fast Time weekly newsletter (one per month).
(2) Facebook posts promoting content with boosting

CONTENT SPONSORSHIP:

(1) article a month on *barrelhorsesnews.com*
Roadblock leaderboard and box (728 x 90 px, 320 x 50 px, 300 x 250 px) ads around BHN article for 30 days
(2) Facebook posts promoting content with boosting
(2) Instagram posts promoting article per month
(1) Facebook post advertiser's choice, need copy and URL (images 1200 x 630 px or 1200 x 1200 px) per month.

STAND-ALONE FACEBOOK POST:

Link share (URL is embedded into the image) -
1200 w x 630 h or strong image (not link share)
1200 w x 1200 h. 1920 x 1080 video can be used as well.
Recommend good lifestyle/horse photos or enticing video.
Both options need a few lines of enticing copy and URL link.
Sponsor's Facebook page will be tagged in the post.
\$15 boost with all posts. Additional boost and targeting available for an extra charge.

INSTAGRAM POST:

1080 w x 1350 h eye-catching photo or 1080 x 1920 reel video
A few lines of copy
Any brand hashtags

SPONSORED FACEBOOK POST & NEWSLETTER PACKAGE:

Quality lifestyle/horse image, min. 640 x 425 px max width
200-250 word advertorial
Headline
Subject Line
URL
(2) Facebook posts, need copy and URL (link share image 1200 x 630 px or image only 1200 px wide)

STAND-ALONE EBLAST:

600 x 1000 px, under 100kb
Subject Line
URL

FAST TIME BANNER AD:

600 x 100 px banner ad
URL

FAST TIME SPONSORED

ARTICLE:
600 x 300 px photo
Headline (between 30-40 characters)
Short Description (between 250-400 characters)
URL

- Units must launch a new browser window when clicked
- All rich media ads must have an alternate GIF/ JPG version of creative
- Google Ad Manager is used to serve all *Barrel Horse News* site ad units
- No PSA ads are allowed
- MailChimp is used to serve all newsletter placements

- All materials are subject to editing
- Best practice: provide a standard image file as backup for times when the user's browser does not support creative functionality (e.g., HTML5)
- All Third Party Tags should be submitted containing all necessary pre-inserted macros.

Average Monthly
Pageviews **58,256**

Average Monthly Unique
Visitors **44,028**

Facebook Followers **265,511**

Instagram Fans **122,698**

TikTok Audience **28,356**

Email List **27,241+**

Newsletter List **30,831+**

YouTube Subscribers **12,445**

Glossary:

ROS — run of site
SOV — share of voice
px — pixels
PSA — public service announcement
Standard display ads — static, no animation
Rich media — dynamic ads, animated