

Riding Instructor

The official publication of the American Riding Instructors Association

Subscriber Information

This information was compiled from members' applications and surveys.

Number of Horses

- Over 88% of the subscribers to *Riding Instructor* magazine are full-time, professional riding instructors owning and operating large-scale equine training facilities.
- Another 10% of the subscribers to *Riding Instructor* are professional riding instructors who teach and train at others' facilities.
- 55% of our readers own nine or more horses.
- 30% of our readers own between four and eight horses.
- 94% of *Riding Instructor* subscribers specify the feed that all horses receive at their facility.
- 96% of subscribers coordinate all the veterinary and farrier care for these horses.
- 97% of subscribers purchase all the tack and grooming supplies for these horses.

Property and Facility

- 88% of our subscribers own their own barns, stables and riding arenas.
- 54% of *Riding Instructor* readers have at least one indoor riding arena.
- Our readers have an average of 32 horse stalls.
- 87% host clinics and/or competitions at their facility.

Students

- 77% of our subscribers instruct more than 50 students each week.
- 18% teach between 30-50 students per week.
- 5% teach fewer than 30 students a week.
- Over 77% require specific items of riding apparel to be worn at their facility.
- 83% recommend specific items such as helmets, breeches and boots.

Vehicles

- 91% have one or more horse trailers.
- 90% own tractors, utility vehicles, ATV's and other farm equipment necessary for facility maintenance.

Rates for Display Advertising and Instructors' Shopping Source

Display Advertising

◆ All prices are net and include 15% agency discount ◆

Ad size	4x rate	2x rate	1x rate	Dimensions W x H (inches)	Dimensions W x H (points)
Full Page	\$1244	\$1344	\$1444	8-1/2" x 11-0"	612 x 792
1/2 page—horizontal	\$749	\$849	\$949	7-1/2" x 4-25/32"	540 x 345
1/2 page—vertical	\$749	\$849	\$949	4-15/16" x 7-1/4"	356 x 522
1/3 page—horizontal	\$639	\$749	\$799	4-15/16" x 4-25/32"	356 x 345
1/3 page—vertical	\$639	\$749	\$799	2-3/8" x 9-3/4"	172 x 702
1/4 page—horizontal	\$388	\$479	\$599	7-1/2" x 2-15/16"	540 x 211.5
1/4 page—vertical	\$388	\$479	\$599	3-5/8" x 4-25/32"	264 x 345
1/6 page—horizontal	\$339	\$389	\$439	4-15/16" x 2-5/16"	356 x 167
1/6 page—vertical	\$339	\$389	\$439	2-3/8" x 4-25/32"	172 x 345
1/8 page—horizontal	\$229	\$249	\$269	3-5/8" x 2-5/16"	264 x 167

Full color for no extra charge!

Instructors' Shopping Source

Ad size	4x rate	1x rate	Dimensions W x H (inches)	Dimensions W x H (points)
1/3 page	\$399	\$499	4-15/16" x 4-25/32"	356 x 345
1/6 page	\$199	\$225	2-3/8" x 4-25/32"	172 x 345
1/12 page	\$99	\$120	2-3/8" x 2-5/16"	172 x 167
1/24 page	\$69	\$79	2-3/8" x 1-1/16"	172 x 78

All ads are black and white only and must be pre-paid

Classified ad rates: \$1.00 per word, with a \$35.00 minimum.

Mechanical requirements

Files Accepted: Hi-Res PDF (preferred) or up to Adobe InDesign CS2. Please convert fonts to outlines or include all supporting fonts: Opentype, Type 1 Post Script or TrueType fonts for Mac. Please add 1/8" (0.125" or 9pt) bleed all around for full-page ads (to allow for left- or right-hand page placement).

Sending files Small (10 Mb or smaller): Send via e-mail as an attachment to peter@peartreegraphics.ca

Large (greater than 10 Mb): Send via FTP to
Host ftp.peartreegraphics.ca
User ID ridinginst
Password peartree8

If sending files via FTP, please be sure to also send a confirmation e-mail to peter@peartreegraphics.ca and aria@riding-instructor.com indicating the file name(s) & type(s) that was (were) sent.

Design questions? Send your inquiries via e-mail to peter@peartreegraphics.ca

Advertising questions? Please contact Charlotte Kneeland at 239-948-3232 or e-mail aria@riding-instructor.com

All major credit cards accepted (MC, Visa, AmEx, & Discover)

Please phone 239-948-3232 with payment info or fax 239-948-5053 with credit card number, expiration date, and 3-digit code on back of card (last 3 numbers in the signature bar)

American Riding Instructors Association

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