

Profile

In publication since 1988, *Sidelines* is devoted to the people and personalities that make the horse world exciting. Based in the winter capital of show jumping, polo and dressage *Sidelines* is nestled firmly in the heart of the horse world. During summer circuits *Sidelines* follows its readers as they travel the country. *Sidelines* is the official news magazine of both the American GrandPrix Association (AGA) and The Winter Equestrian Festival (WEF).

Regular departments and features in *Sidelines* include: Gossip from the show grounds and polo fields, rider/trainer/player profiles and interviews, horse show/event briefs, and contributions from regular columnists. *Sidelines* also publishes several service directories and a photo classified section. In addition, effective in 2006, *Sidelines* added Eventing to it's distribution and editorial roster.

Sidelines has a circulation of 23,000 monthly, primarily in the U.S. but also in Canada. Copies are sold and distributed via:

- Paid subscriptions
- Major horse shows, events and polo matches
- Book stores (Barnes & Noble and Hastings)
- Tack stores

No other publication is in the middle of the action like *Sidelines*, and with a highly targeted readership of 1,300,000, no other publication can reach the affluent demographics *Sidelines* serves. A specialty magazine as well as a spectator friendly one, *Sidelines* is where interested horse people turn to find out what's happening and who's making it happen.



ACCOUNTING (Tina) tinamanica@hotmail.com or 561-793-1927
 AD DESIGN (Cris) ads@sidelinesnews.com or 561-615-1494
 ADVERTISING SALES (Joyce) jjones@myacc.net or 954-796-1809
 ADVERTISING SALES (Melissa) melissab@sidelinesnews.com or 561-951-4225
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 SUBSCRIPTIONS (Gigi) gigi@sidelinesnews.com or 1-803-685-5247

Display Advertising Rates

Net (No Commission)

Black & White	Open	4X	8X	12X
Full Page	\$950	\$900	\$855	\$810
1/2 Page Isl.	\$750	\$715	\$675	\$635
1/2 Page Hor/Vert	\$575	\$545	\$520	\$490
1/4 Page	\$450	\$430	\$405	\$385
1/8 Page	\$250	\$240	\$225	\$215

Four Color

Full Page	\$1,200	\$1,140	\$1,080	\$1,020
1/2 Page Isl.	\$950	\$900	\$855	\$810
1/2 Page Hor/Vert	\$700	\$665	\$630	\$595
1/4 Page	\$550	\$520	\$495	\$470
1/8 Page	\$300	\$285	\$270	\$255

Covers

Back	\$2,000	\$1,900	\$1,800	\$1,700
Inside Front	\$1,500	\$1,425	\$1,350	\$1,275
Inside Back	\$1,300	\$1,235	\$1,170	\$1,105

Preferred placement is 10% per request in addition to base price.

Classifieds (Print & Online)

\$40 for the first 20 words; \$1 for each additional word; \$15 for photo (No real estate photos)
 Prepayment required

Repeat ads:
 10% off for 4 consecutive issues
 15% off for 8 consecutive issues
 20% off for 12 consecutive issues

Directories (Print & Online)

Equestrian Services, Farms/Barns/Trainers, Polo Clubs, Real Estate, Tack & Feed
 \$65 per line; Max. 5-6 words per line; 12 month minimum; prepayment required.

Stallions
 1/9 page color with photo; \$75/issue (\$900/year);
 12 months minimum; prepayment required.

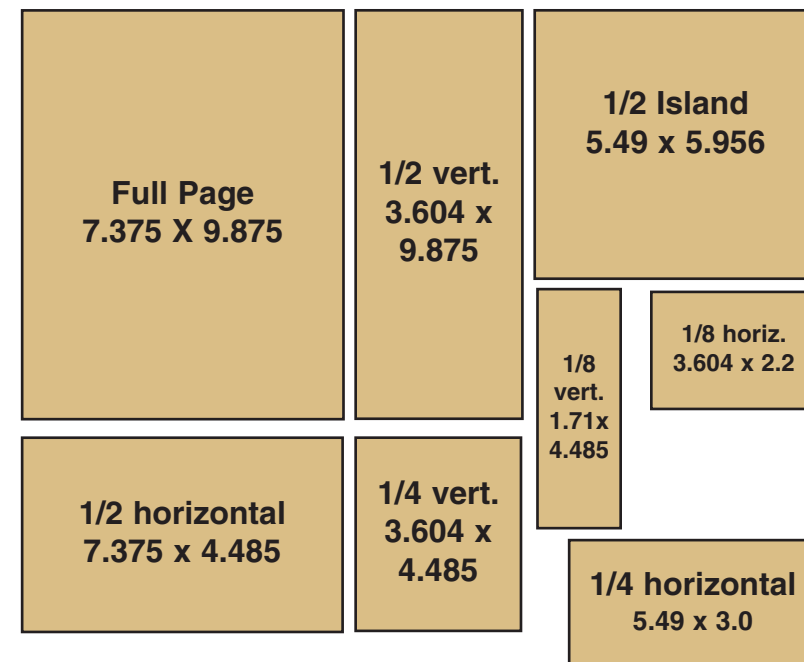
Insert Card

\$900 per issue - Includes production charges; multiple issue discounts available.

Inserts

Free standing, local distribution only – \$200/1,000 supplied
 Polybagged full circulation – \$250/1,000 supplied (weight maximums apply)

Mechanical Specifications



PRODUCTION CHARGES

SIDELINES will layout an ad meeting the advertiser's specifications at no charge.

For ads requiring special digital effects, logo design or high-end graphics please contact a graphic designer.

Camera-ready ads receive a 5% discount on display ad prices.

BLEED AD SPECS:

Full bleed 8.875 x 11.375
 Trim size 8.375 x 10.875
 Live area 7.375 x 9.875

CENTER SPREAD SPECS:

Full bleed 17.25 x 11.375
 Trim size 16.75 x 10.875
 Live area 15.75 x 9.875

DIGITAL SPECS:

300 resolution PDF or TIFF file on CD or e-mailed to: ads@sidelinesnews.com

DIGITAL ADS:

300 resolution, CMYK, single image PDF file.

POLICIES

SIDELINES will be responsible for errors appearing in ads only to the extent of correcting the same in the next issue, in space equal to the items involved.

Color proof mandatory to guarantee proper printing; Sidelines will not be responsible for color match without an accurate color printout.



Publication and Closing Schedule 2007/2008

<u>Volume</u>	<u>Cover</u>	<u>Issue Date</u>	<u>Space Closing</u>	<u>Material Closing</u>
1909	September '07	8/18	7/27	8/1
1910	October '07	9/15	8/24	8/29
1911	November '07	10/20	9/28	10/3
1912	December '07	11/17	10/26	10/31
2001	January '08	12/15	11/23	11/28
2002	February '08	1/19	12/28	1/2
2003	March '08	2/16	1/25	1/30
2004	April '08	3/15	2/22	2/27
2005	May '08	4/19	3/26	4/2
2006	June '08	5/17	4/25	4/30
2007	July '08	6/14	5/23	5/28
2008	August '08	7/12	6/20	6/25
2009	September '08	8/16	7/25	7/30
2010	October '08	9/13	8/22	8/27
2011	November '08	10/18	9/26	10/1
2012	December '08	11/15	10/24	10/29



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Sidelines™

For Horse People About Horse People

Hunter/Jumper • Polo • Dressage • Eventing



PhelpsPhoto.com



Lauren Gianni



PhelpsPhoto.com



Gittens

Effective September '07 Issue