

## 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 Grand Prix 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 its distribution and editorial roster.

*Sidelines* has a circulation of 23,000 yearly, 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,
- Toy stores

No other publication is in the middle of the action like *Sidelines* and with a highly targeted readership of 1.3 million, 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](mailto:tinamanica@hotmail.com) or 561-793-1927  
 AD DESIGN (Cris) [ads@sidelinesnews.com](mailto:ads@sidelinesnews.com) or 561-615-1494  
 ADVERTISING SALES (Joe) [jjones@marketing.net](mailto:jjones@marketing.net) or 954-796-1809  
 ADVERTISING SALES (Melissa) [melissa@sidelinesnews.com](mailto:melissa@sidelinesnews.com) or 561-951-4225  
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 SUBSCRIPTIONS (Gigi) [gigi@sidelinesnews.com](mailto: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)  
 Preparation 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 Farriers Barns Trainers Polo Clubs Real Estate  
 Tack & Feed**  
 \$65 per line. Max. 5-6 words per line, 12 month minimum, preparation required.

**Stallions**  
 1/9 page color print photo \$75/issue (\$900/year), 12 months minimum, preparation required.

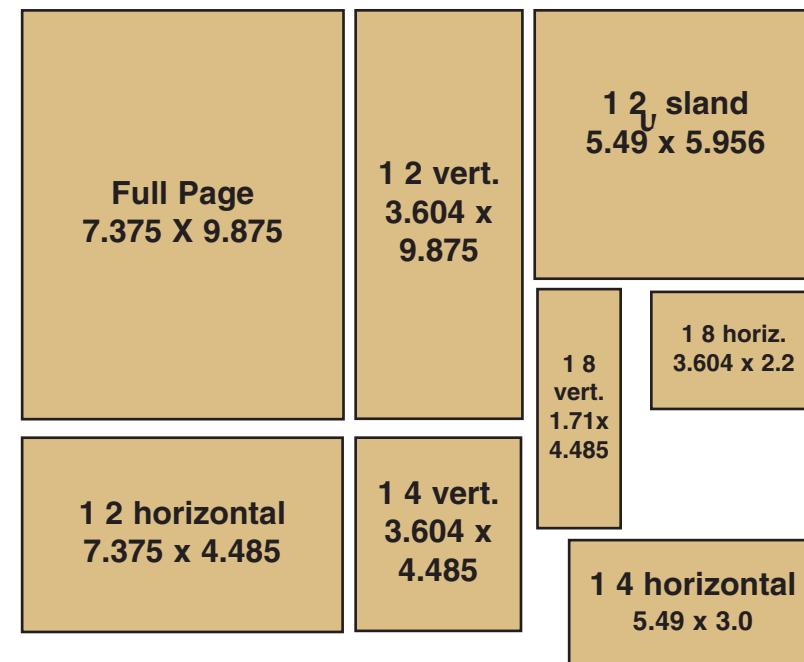
### Insert Card

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

### Inserts

Free standing local distribution only - \$200/1,000 supplied  
 Polished full circulation - \$250/1,000 supplied (eight maximums apply)

## Mechanical Specifications



### PRODUCTION CHARGES

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

For ads requiring special digital effects logo design or big-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](mailto:ads@sidelinesnews.com)

### DIGITAL ADS:

300 resolution CMYK single image PDF file.

### POLYCOPIES

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.



## Pu lication and Closing Schedule 2007 2008

<u>Volume</u>	<u>Cover</u>	<u>Issue Date</u>	<u>Space Closing</u>	<u>Material Closing</u>
1909	Septem er '07	8/18	7/27	8/1
1910	Octo er '07	9/15	8/24	8/29
1911	Novem er '07	10/20	9/28	10/3
1912	Decem er '07	11/17	10/26	10/31
2001	Januar '08	12/15	11/23	11/28
2002	Fe ruar '08	1/19	12/28	1/2
2003	Marc '08	2/16	1/25	1/30
2004	April '08	3/15	2/22	2/27
2005	Ma '08	4/19	3/26	4/2
2006	June '08	5/17	4/25	4/30
2007	Jul '08	6/14	5/23	5/28
2008	August '08	7/12	6/20	6/25
2009	Septem er '08	8/16	7/25	7/30
2010	Octo er '08	9/13	8/22	8/27
2011	Novem er '08	10/18	9/26	10/1
2012	Decem er '08	11/15	10/24	10/29



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# Sideliner™

For Horse People    A out Horse People

**Hunter/Jumper • Polo • Dressage • Eventing**



*Effective September '08    ss e*