

**NRHA** 

The Official Publication of the National Reining Horse Associations

# REINER

**2025  
MEDIA  
KIT**



*C. J. Smith*  
PHOTOGRAPHY

**REACH REINERS WORLDWIDE**

# 2025 Editorial Calendar

## NRHA Reiner Mission

The NRHA *Reiner* strives to represent the entire membership and fulfill the needs of all reiners, from million-dollar riders and owners to newcomers, entry-level competitors and breeders. The magazine also serves as an archive of milestones and historic moments in reining.

### JANUARY

#### The NRHA Futurity Issue

The NRHA Futurity is the crown jewel of reining, and it's the highlight of the January issue! Read about the champions as we kick off 2025 in style.

### FEBRUARY

#### The Broodmare Issue, plus Adequan® NAAC Champions

Read all about the Adequan® North American Affiliate Champions, the NRHA Markel Futurity Sales and the owners who stood behind the Open Futurity champions. We will also feature industry-insider perspectives as breeding season ramps up.

Reservation Deadline: Jan. 3

Camera-Ready Materials Due: Jan. 10

### MARCH

#### NRHA Open World Champions, plus the Health Issue

The 2024 NRHA Open World Champions are the focus of this issue. We'll gear other content toward health topics with insights from industry experts.

Reservation Deadline: Feb. 1

Camera-Ready Materials Due: Feb. 8

### APRIL

#### The Non Pro Issue, including the NRHA Non Pro World Champions

Non-professionals make up the majority of the NRHA membership and impact nearly every facet of the industry. This issue, which features the 2024 NRHA Non Pro World Champions, is dedicated to these vital individuals.

Reservation Deadline: March 1

Camera-Ready Materials Due: March 8

### MAY

#### The Affiliate Issue

NRHA affiliates are responsible for much of the growth in reining. This issue highlights their grassroots efforts.

Reservation Deadline: April 1

Camera-Ready Materials Due: April 8

### JUNE

#### The Tack and Gear Issue

Get the latest updates about the tack and gear reiners know and love. Coverage of the National Reining Breeders Classic is also planned for this issue.

Reservation Deadline: May 1

Camera-Ready Materials Due: May 8

### JULY

#### The Youth Issue

The sport of reining opens many doors for young riders. This issue highlights the opportunities available to NRHyA members and shines the spotlight on some of our most active youth.

Reservation Deadline: June 3

Camera-Ready Materials Due: June 10

### AUGUST

#### The NRHA Derby Issue

Read about the best runs to come out of Oklahoma City after the 6666 NRHA Derby presented by Markel, reining's premier event to showcase 4- to 7-year-old horses.

Reservation Deadline: July 1

Camera-Ready Materials Due: July 8

### SEPTEMBER

#### The Competitor Issue

The fall show season is in full swing, so it's the perfect time for reiners to learn tips and tricks to look and feel their best. We'll also highlight the industry players who helped the champions' dreams come to fruition in the NRHA Open Derby

Reservation Deadline: Aug. 1

Camera-Ready Materials Due: Aug. 8

# NRHA REINER

### OCTOBER

#### The Fashion Issue

We'll bring readers holiday gift inspiration, along with content about the latest styles and trends in the industry.

Reservation Deadline: Sept. 3

Camera-Ready Materials Due: Sept. 10

### NOVEMBER

#### The Farm and Ranch Issue

Learn about farm and ranch management best practices, from arena care to tips for running a successful reining business. Also find out what's in store for the upcoming NRHA Futurity with our in-depth event preview.

Reservation Deadline: Oct. 1

Camera-Ready Materials Due: Oct. 8

### DECEMBER

#### The Stallion Issue

From getting started in the breeding business to managing the industry's top stallions, we'll bring readers insights from some of NRHA's most elite owners and breeders.

Reservation Deadline: Nov. 1

Camera-Ready Materials Due: Nov. 8

### JANUARY 2024

Reservation Deadline: Dec. 9

Camera-Ready Materials Due: Dec. 11



## The NRHA Reiner has bonus distribution at various equine events, including:

- NRHA European Futurity
- The American Performance Horseman
- 6666 NRHA Derby presented by Markel
- NRHA European Affiliate Championships
- NRHA European Derby
- The Run For A Million
- All American Quarter Horse Congress
- AQHA World Championship Show
- NRHA Futurity & Adequan® NAAC

**14,300** NRHA Memberships Worldwide | **8,600** NRHA U.S. Memberships

## Typical Member Profile:

- **NRHA members are active.**

Most members typically attend and/or participate in one to five NRHA-approved shows within 100 to 500 miles of home per year.

- **The average member owns seven horses.**

70% of members own a farm or a ranch with the mean value of land, facilities and equipment used for horses on these farms totaling \$500,000 to \$1 million.

- **NRHA members value their barns and facilities.**

41% of members plan to improve or expand those facilities in the next 12 months.

- **NRHA's membership is 70% female.**

She's 48.7 years of age, married and earns her primary income in the horse industry.

- **NRHA members are well educated.**

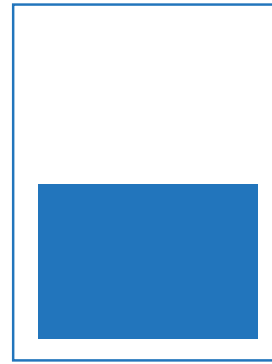
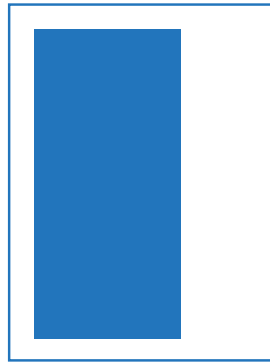
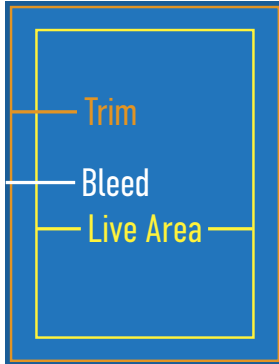
49% of members have at least a college bachelor's degree, and 17% have earned a graduate or professional degree.

- **NRHA members have strong financial resources.**

55% of members report having a gross annual income of more than \$100,000, with the average member having an income of \$100,000 to \$150,000.



# Ad Options & Specifications



## Full-Page Bleed

Bleed Size: 8.5" x 11.125"  
 Trim Size: 8.25" x 10.875"  
 Live Area: 6.666" x 9.416"  
**\$1,320** four-color  
**\$915** black & white

## Full-Page No Bleed

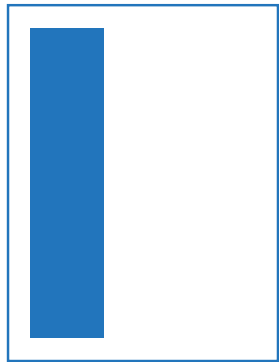
6.666" x 9.416"  
 16.93 cm x 23.92 cm  
**\$1,320** four-color  
**\$915** black & white

## 2/3 Vertical Page

4.388" x 9.416"  
 11.15 cm x 23.92 cm  
**\$1,265** four-color  
**\$860** black & white

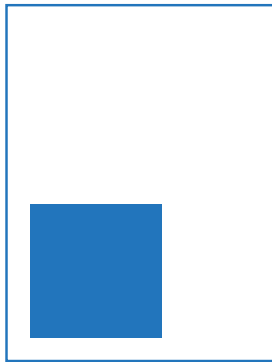
## Half-Page

6.666" x 4.576"  
 16.93 cm x 11.62 cm  
**\$1,150** four-color  
**\$745** black & white



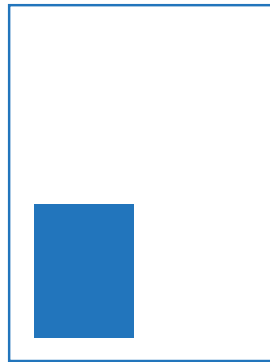
## 1/3 Vertical Page

2.111" x 9.416"  
 5.36 cm x 23.92 cm  
**\$975** four-color  
**\$570** black & white



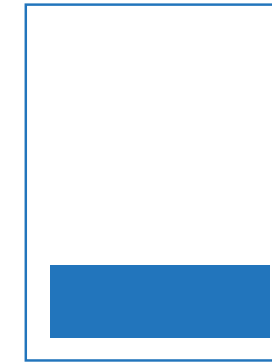
## 1/3 Horizontal Page

4.388" x 4.576"  
 11.15 cm x 11.62 cm  
**\$975** four-color  
**\$570** black & white



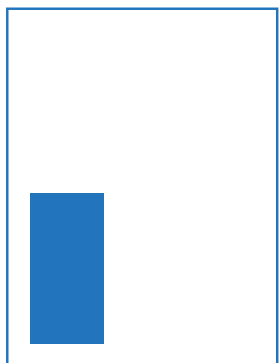
## 1/4 Vertical Page

3.208" x 4.576"  
 8.15 cm x 11.62 cm  
**\$810** four-color  
**\$405** black & white



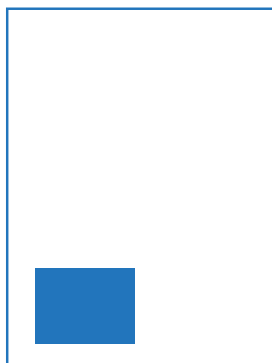
## 1/4 Horizontal Page

6.666" x 2.202"  
 16.93 cm x 5.59 cm  
**\$810** four-color  
**\$405** black & white



## 1/6 Vertical Page

2.11" x 4.576"  
 5.36 cm x 11.62 cm  
**\$700** four-color  
**\$290** black & white



## Tools to Rein By

3.375" x 2.34"  
 8.57 cm x 5.94 cm  
**\$195** black & white

## Contact Your Representatives

### Account Manager:

**Savanah Allen | 817.569.7106**

savanah.allen@cowboypublishing.com

### Customer Service:

**Kaitlyn Woodman | 817.569.7114**

kaitlyn.woodman@cowboypublishing.com

## Premium & Preferred

Inside Front or Back Cover: Add \$450 per insertion

Back Cover: Add \$500 per insertion

Right-Hand Pages 1-49: Add \$150 per page, per issue

Left-Hand Pages 6-48: Add \$100 per page, per issue

Guaranteed Placement: Add \$200 per page, per issue

High-Impact Options Available: Ask about gatefolds, insert cards

All advertisements submitted to the NRHA Reiner magazine shall not be in conflict with the association's belief in family values, sportsmanship and proper care of the horse. All advertisements should be suitable for the target audience: NRHA members and their families, which often include young children. As these pages are highly visible, the magazine cover pages, including the inside covers, must be suitable for that audience. Advertising shall not include violence, profanity, or sexually explicit or provocative images. Ads featuring partial nudity may be accepted if models are posed in an unprovocative way and are partially covered (i.e. wearing modest swimsuits or sports attire). Ads with sexual innuendo are discouraged; however, ads featuring human models with nudity or partial nudity along with any level of sexual innuendo will not be accepted under any circumstance.

### FILE FORMATS:

.pdf (PDF/x-1a 2001), .tif, .eps, .jpg, and packaged native files from Adobe Creative Cloud Indesign, Illustrator or Photoshop. All other file formats or native file types will not be accepted. Scanned images must be high resolution.

### PRINTING:

Covers and text pages are printed on highspeed, web-fed, offset presses. The magazine is perfect bound and jogs to the foot.

### COLOR SPECIFICATIONS:

SWOP (Specifications Web Offset Publications). Photos, graphics, and color swatches should be converted to CMYK and color corrected prior placing them in the final design documents to be exported to an camera ready document. Spot and pantone colors must be converted to CMYK. Color mode conversions made in acrobat or preflight software can create dramatic color shifts and unexpected results to effects applied to files. RGB, LAB, N-Channel or ICC color profiles are not accepted. Total density of shadow areas should not exceed 300% for four-color ads. All color is managed from embedded data in camera-ready files. To ensure desired color stays within the printer error margins, color-match prints must be provided.

### DIGITAL REQUIREMENTS:

#### Camera Ready:

PDF files with embedded fonts that comply with PDF/x-1a 2001 version 1.3 or 1.4 are preferred. Flattened EPS or TIF files and packaged Indesign are also accepted. Scanned images must be 300 dpi and placed in the design document at 100% scale or less. (3" x 5" 300 dpi images translate to 150 dpi when scaled up to 6" x 10" or 150%.) All images must be saved as grayscale or CMYK to SWOP standards for best color and image reproduction.

**Materials for Ad Design:** 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.

**Mechanicals:** Files should be prepared with trim and bleed marks offset outside the bleed area. No other mechanicals are required.

**For All 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 email, FTP, CD or DVD. For email please compress files using a self-extracting compression program total file size must be 20MB or less. For larger files FTP file transfers are available. Please contact your sales rep for

FTP user ID and password.

**AdvProofs:** Ad submissions that require a confirming proof must meet all issue date closing deadlines and be received in the Fort Worth sales office prior to the materials deadline. All proofs will be sent via email in a lowresolution PDF to confirm copy and graphics are correct. Proofs are not furnished for camera-ready submissions.

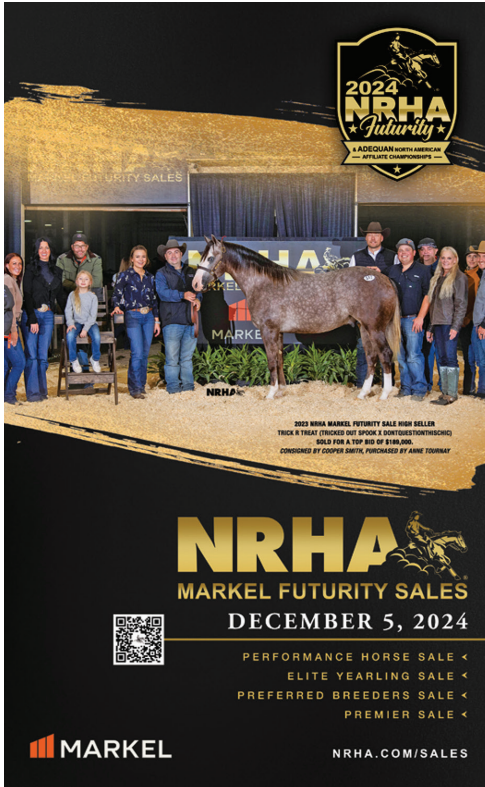
**Color:** CMYK Only (no spot colors, RGB, LAB or ICC color profiles). Convert images to CMYK and color correct BEFORE placing the image or graphic into design file. Color mode conversions in acrobat or preflight software can create unexpected results when transparencies, gradients, and layering are used and color shifts can be dramatic.

**Bleed:** Files to contain only 1 page or 1 spread. The page size must be consistent from page to page. Pages must be created to include bleed when required (add 1/4 in / .25 p to trim) To determine width of a single file spread multiply the trim width of a single page and add 1/4" to add bleed on the face trim on either side of the spread. The height of the spread will be the same as the single page.

#### PLEASE NOTE:

An open rate of \$60 an hour will be charged for all graphic layout and design work in creating new ads or updating existing ads. This rate will also apply to converting non-PDF/1Xa to industry standard specifications.

# Exhibitor Programs, Sales Catalog & Draw Sheets



## NRHA Markel Futurity Sales Catalog

Dedicated reiners from around the globe congregate at the NRHA Futurity to buy and sell the world's best reining horses.

**Full-Page Color: \$550**

Ad Specs:

Bleed: 5.75" x 9" or 14.61 cm x 22.86 cm

Trim: 5.25" x 8.5" or 13.34 cm x 21.59 cm

**Includes bonus web banner ad in the Robin Glenn Pedigree Mobile Catalog (RGP App)**

Web Banner Spec: 768 pixels x 80 pixels • PNG format

**Sales catalog ad sales close and materials due: Sept. 20**

\*Deadlines subject to change. Contact your sales rep for details.

Deadline subject to change.  
Contact your sales rep for details.

**For Details Call:**

**Savanah Allen - 817.569.7106**

savanah.allen@cowboypublishing.com



## Futurity & Derby Programs

Includes Futurity & Derby draws, finals patterns and additional show information.

Outside Back Cover: \$1,500

Inside Front Cover: \$1,250

Inside Back Cover: \$1,250

Page 1: \$1,250

Full Page: \$825

Specs:

Bleed: 8.5" x 11.125"

Trim: 8.25" x 10.875"

Derby Program ad sales close: May 15

Futurity Program ad sales close: Oct. 15

\*Deadlines subject to change. Contact your sales rep for details.



## NRHA Futurity & NRHA Derby Finals Draw Sheets

Finals draw sheets are published for the NRHA Non Pro & Open finals.

These are extremely popular. Everyone in attendance wants to know as much about the finalists as possible, and to record the scores for each horse and rider. The same advertisement will appear in both the Open and Non Pro draw sheets for the finals. Ads do not bleed.

**Advertising in Full Color — Multiple Sizes & Formats Available**

Please contact us if you have interest in the covers or the full-page ads. All ad space is sold on a first-come, first-scheduled basis. Contact your sales representative for more information.

Back Cover: \$1,500

Inside Front Cover: \$1,250

Page 1: \$1,250

Inside Back Cover: \$1,250

Full Page: \$825

Horizontal Half-Page: \$600

Business Cards: \$100

**Ad Sizes**

Business Cards: 2.4" x 1.3"

Horizontal Half-Page: 7.5" x 4.875"

Full Page: 7.5" x 10"

Derby draw sheet ad sales close and materials due: June 13

Futurity draw sheet sales close and materials due: Nov. 14

\*Deadlines subject to change. Contact your sales rep for details.



# Digital Advertising Opportunities



## NRHA Digital Advertising Options

● Avg. Monthly Pageviews: 82,000

For digital advertising, contact Haley Carmen at [hcarmen@nrha.com](mailto:hcarmen@nrha.com).

### Digital NRHA Reiner features and rates:

- Avg monthly views: 3,969
- Avg monthly users: 3,765
- Annual users: 45,190

Embedded Video or Audio

- Add \$100 per file\*
- Special pages \$100 per page

### Standard Features:

- Navigate with ease
- Standard or auto-flip icon links to Digital Reiner
- Table of Contents article links
- Editorial and advertiser website links
- Editorial and advertiser email links
- Share - social media links; email issue or article
- Sticky notes
- Drop-down menu displaying special content pages, advertisers and archive
- Special page-marker tabs
- Keyword search
- Save the full edition
- Article text view
- Full-screen view
- Easy access from any system browser

Contact Haley Carmen to become a website advertiser or to discuss new opportunities to get more exposure as a content category sponsor or in-content sponsor.

*\*Rates are for finished, submitted electronic files.*



### Contact Your Representatives

#### Account Manager:

**Savanah Allen | 817.569.7106**

[savanah.allen@cowboypublishing.com](mailto:savanah.allen@cowboypublishing.com)

#### Customer Service:

**Kaitlyn Woodman | 817.569.7114**

[kaitlyn.woodman@cowboypublishing.com](mailto:kaitlyn.woodman@cowboypublishing.com)

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