

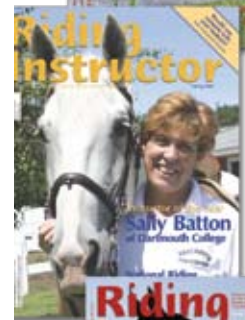
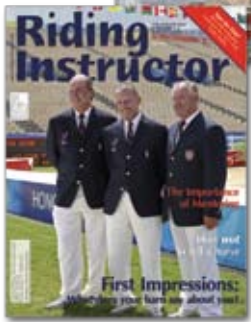
2010 Media Kit - Riding Instructor Magazine

Reach the equine industry's most influential professionals: ARIA Riding Instructors and Trainers!

No matter if students are beginners or "A" circuit show riders, they take advice from their instructors seriously. That's why you need to reach the influential niche group who reads **Riding Instructor** magazine.

Riding Instructor Magazine is the official quarterly publication for ARIA - The American Riding Instructors Association. This organization has been supporting America's instructors for over 25 years. All members receive a copy of **Riding Instructor** magazine as a part of their membership benefits. The magazine is a great source of information and support for instructors of all disciplines by offering helpful guidance in the following areas:

Safety · Equipment · Tack
Apparel · Equine Wellness & Diet
Insurance · Legal Matters · Barn Management
Teaching Techniques & Strategies



ARIA riding instructors demographics:

Students

- 77% of our subscribers instruct more than 50 students each week.
- 18% teach between 30-50 students per 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.

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.
- Their average number of horse stalls is 32.
- 87% host clinics and/or competitions at their facility.

Vehicles

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



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 are professional riding instructors who teach and train at others' facilities.
- 55% of our readers own 9 or more horses.
- 30% of our readers own between 4 and 8 horses.
- 94% of our 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

Advertise today to this unique targeted audience of teaching professionals!

Here's what readers say about

Riding Instructor

Not only do I look forward to each issue of *Riding Instructor*, I have come to rely on it as a tool in our staff meetings. As a stable that employs over 12 riding instructors year 'round, we use the articles about how to teach, as well as articles that deal with risk management issues. The quality of each issue speaks volumes about the organization it represents.

**Susan A. Baumgartner, Director
Innisfree Equestrian Center, Michigan**

I'm always excited to receive *Riding Instructor* because it gives me new insight into teaching. I have taught Saddle Seat at William Woods University for 38 years and I don't ever want to become stale. It's refreshing to get ideas from the hunt seat, western, and dressage point of view. Please keep up the good work.

**Gayle Lampe
William Woods University, Missouri**

Riding Instructor magazine is a great tool for my business. I use it all the time, not only to stay on top of what's going on in our organization, but also as a teaching aid for my students and parents. If they see something we have discussed in print in a nationally recognized publication it seems to hit home a lot better. Keep up the great work. I love it.

John Barnett, South Carolina



Riding Instructor is the only magazine that truly helps to improve the work of a profession that is most influential on most, if not all, decisions of horse owners. The advice given in the articles is so valuable that I doubt that any instructor would ever throw a single magazine away. I personally still have all issues from the time I joined ARIA over 10 years ago and refer to them frequently. Instructors largely influence purchases made by their students. In my 30 year career, I have swayed many horse owners from one product to another, simply because I believed it was a better product and I had some information about it. Product information in *Riding Instructor* is certainly more believable than that gained from other magazines that seem to cater in their articles only to "what sells advertising."

**Claudia Garner
South Carolina**

I have been in the horse business all my life, teaching riding for about 45 years now. I really enjoy reading *Riding Instructor* since there is always something new in it. I am a firm believer that one can always learn something new every day as long as they have an open mind, and there is always something interesting in this magazine. It is always nice to hear how other people do things in the riding industry. This magazine gives us a chance to read about other instructors' opinions and experiences and how they handle them.

**Jim Culleton
Master of Foxhounds, Virginia**

I look forward to the arrival of *Riding Instructor* magazine and tend to let everything else sit so that I can read it from cover to cover. The articles offer a variety of topics and I always get something out of each issue. It helps me keep focused and offers fresh ideas with input from fellow instructors. It's a great inspiration during the long winter.

Kelly Mahloch, Wisconsin

I love the *Riding Instructor* magazine, and reading the different articles that are included. I just wish it were published more often. Keep up the good work!

Cody Pritchard, New York

Riding Instructor
is the official
publication of the



2010 Rates & Dates for

Rates for Display Advertising

Display Advertising

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

Ad size	4x rate	2x rate	1x rate	Dimensions WxH (inches)	Dimensions WxH (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	\$336	\$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

Mechanical Requirements:

Files Accepted: Hi-Res PDF (preferred) or up to Adobe InDesign CS4.
Please convert fonts to outlines or include all supporting fonts:
Opentype, Type 1 Post Script or True Type 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](ftp://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.

Ask about website advertising opportunities!
www.riding-instructor.com

Closing Deadlines 2010			
Issue	Space Due	Materials Due	Ship Date
Spring 2010	Feb 5	Feb 10	Mar 10
Summer 2010	Apr 30	May 5	May 31
Fall 2010	Jun 25	Jun 29	Jul 22
Winter 2010	Sep 10	Sep 15	Oct 12

Corporate Sponsorship Opportunity



Celebrating its 25th anniversary in 2009, ARIA is known for its quality and dedication to the highest standards. ARIA accepts a few select Sponsors whose products reflect the same excellence and commitment to service and quality.

Benefits of Sponsorship:

- **A full color ad** in each issue of the quarterly magazine, Riding Instructor, for the term of the sponsorship.
- **Your Logo and Website** mentioned again, separately, in the Sponsor box of each issue of Riding Instructor magazine, for the term of the sponsorship.
- **Your Company's Name, Logo, and a link to your Website** - on the home page of The American Riding Instructors Association website (www.riding-instructor.com) for the term of the sponsorship.
- **Your Company's Description** - a paragraph about your company listed in the Sponsor Section of the home page of The American Riding Instructors Association website (www.riding-instructor.com) for the term of the sponsorship.
- **Right to use the ARIA logo on your website and in your advertising materials**, for the term of the sponsorship.
- **Right to use the words: "Selected by The American Riding Instructors Association as a Corporate Sponsor for the years _____"** on your website and in your advertising materials, for the term of the sponsorship.

Sponsorship Rates (annual)

\$2,500.00 with a 1/4 page color ad in each issue

\$3,500.00 with a 1/3 page color ad in each issue

\$4,750.00 with a 1/2 page color ad in each issue

\$7,500.00 with a full page color ad in each issue

-Rates guaranteed for the entire term of sponsorship-

The American Riding Instructors Association

28801 Trenton Court • Bonita Springs, Florida 34134-3337

Phone: (239) 948-32-32 • Fax: (239) 948-5053

Website: www.riding-instructor.com • Email: aria@riding-instructor.com

Advertising Order Form

For ARIA Sponsorships and Advertising in Riding Instructor magazine

Sponsor Advertiser (Please check one)

Company Name: _____
Bill Attention of: _____
Address: _____ City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____ E-mail: _____
Ad schedule: _____ Starts: _____ Continues in: _____
Size of ad: _____
Amount due: _____

Invoicing • Payment in advance. All major credit cards accepted.

Accepted by: _____ Date: _____
For: (Company name) _____

Credit card # _____ Exp. date: _____
Verification code (last 3 digits in signature bar on back of card) _____
Name of credit card holder: _____
Address of card holder: _____ City: _____ State: _____ Zip: _____

Please complete, sign and fax this form to: 239-948-5053
Any questions? Call the ARIA office at 239-948-3232 or e-mail ARIA@riding-instructor.com

Thank you, and welcome aboard!

The American Riding Instructors Association
28801 Trenton Court • Bonita Springs, Florida 34134-3337
Phone: (239) 948-32-32 • Fax: (239) 948-5053
Website: www.riding-instructor.com • Email: aria@riding-instructor.com