



THE
WAY TO GO

November/December 2021



looks. movement. talent.

PROVEN SIRE

EXTREMELY HOT CHIPS



BLOOD STOCK EXCHANGE • 1982 • LA BARRETT • INC.

**ADVERTISING
OPPORTUNITIES**

THE SHOW HORSE INDUSTRY IS OUR PASSION,

spreading the word is our

MISSION

C

ommunity is more than just the local area in which you reside. Together, NSBA members make up a community of horse enthusiasts. *The Way To Go* captures its audience through event reporting, association updates, progressive judging and showing tips and feature articles highlighting “in the news” topics focused on the horseman. We realize the importance of speaking directly to the membership about the things that matter most to horse owners and competitors.



WHAT MAKES US DIFFERENT

1

Straight from the horse's mouth—the National Snaffle Bit Association is a not-for-profit membership association with the voice of its membership. The Board of Directors and Executive Committee are “hands on” representatives carrying the message of the members representing riders, breeders and owners.

2

Quality is everything—We intend to deliver in all areas from the feel of the magazine in your hands to the full service of our staff. We're excited to show our consumers the flair of our magazine, including recurring segments and staying current with the new trends.

3

We have the facts—*The Way to Go* and NSBA recognize more than ever, the value of accurate record keeping. We will bring to the reader the statistics of the horse and rider, highlighting the financial value through NSBA-approved events. Through sanctioning with multiple breeds, *The Way to Go* is distributed to all eight Alliance Partner breed judges and all sanctioned NSBA horse shows.

YOUR INVESTMENT

We understand a need to get a return on investment with your allocated advertising dollars. The only way for us to ensure you get that is to make a strong commitment to the quality and content of each issue. Being a part of the industry that encompasses a whole family and their commitment to horses, you should know that your advertisement is distributed to 20,000+ members monthly. *The Way To Go* is featured at each of the major breed association's National and World Championship events as well as at the major breed shows and futurities, and equine horse fair venues across the country. Advertising opportunities are available in *The Way To Go* on a monthly basis, with discounted rates for three-time, six-time or 10-time insertions. Advertising is also available for front cover, back cover, inside covers and premium placement positions.

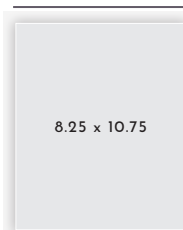
EDITORIAL CALENDAR

JANUARY/ FEBRUARY <i>Stallion Issue</i>	SPRING <i>Special Edition: Hunter Jumper Issue</i>	MARCH <i>Mare Issue</i>	APRIL <i>Year In Review</i>	MAY <i>Non Pro Issue</i>	JUNE <i>Open Issue</i>
JULY <i>Youth Issue</i>	AUGUST <i>NSBA World Show Issue</i>	SEPTEMBER <i>Equestrian Lifestyles Issue</i>	OCTOBER <i>Congress Issue</i>	NOVEMBER/ DECEMBER <i>Foundation Issue</i>	

STANDARD SIZES

All files must be submitted as a .pdf or .eps, with all fonts and graphics embedded. Images should be at 100% size and 300 dpi. If the dpi is lower, print quality cannot be guaranteed. Colors should be set at CMYK, not RGB. We are unable to work with Microsoft Publisher files. Please note, the dimensions given below are all in inches.

FULL PAGE



WITH BLEED
size of document with .125"
bleed should be 8.5 x 11

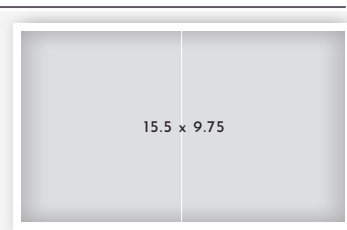


WITHOUT BLEED

TWO PAGE SPREAD

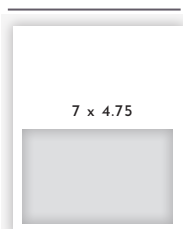


WITH BLEED
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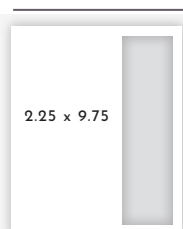
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HALF PAGE



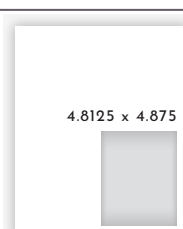
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ONE THIRD PAGE



2.25 x 9.75

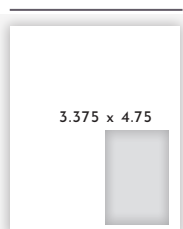
ONE COLUMN WIDE



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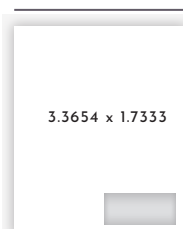
SQUARE

QUARTER PAGE



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BUSINESS CARD



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TARGET MARKET

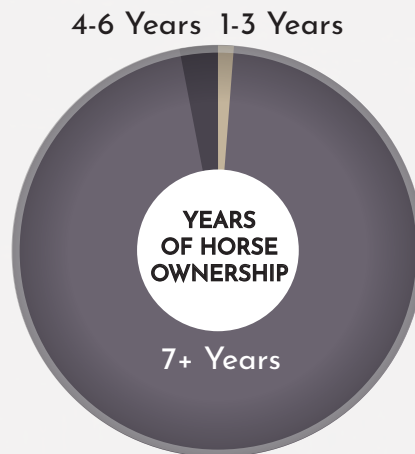
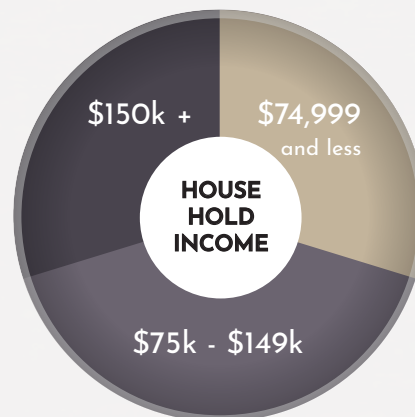
A well-defined target market is the first element to a successful marketing strategy.

The equine industry embraces a wide spectrum of horse enthusiasts. *The Way To Go* magazine targets readership ranging from the competitive exhibitor to the professional horseman, and from the commercial breeding operation to the passionate horse owner. The demographic profile of the NSBA membership indicates the average household income falls between \$75,000 and \$149,000 while another one third have an income of \$150,000 or greater. The gender survey shows 80 percent are female. The active age is one quarter between 36-49, one half aged 50 and over, and one quarter under age 35.

The National Snaffle Bit Association is an international association dedicated to promoting and improving the quality of the show horse. NSBA has a commitment to the humane and proper treatment of all animals and the welfare of the horse is the primary consideration. Our mission is to serve as a steward for the horse and ensure responsible care and treatment through kindness, respect and compassion. Following this mission, NSBA continues to define standard rules for judging and competitive events.

Members are the essence of the association and NSBA thrives to reach these members with association news and industry happenings. NSBA membership is inclusive of owners and exhibitors representing the American Quarter Horse Association, the Appaloosa Horse Club, the American Paint Horse Association, the American Buckskin Registry, the International Buckskin Association, Palomino Horse Breeders of America, Pony of America Club as well as the Pinto Horse Association and other discipline-specific associations.

Demographic Profile of the NSBA Membership



Simply put: NSBA's advertising audience is one you will want to reach.