

ALBERTA *BITS*

OFFICIAL MAGAZINE OF THE ALBERTA EQUESTRIAN FEDERATION



Alberta Bits serves the entire equestrian community of horses and riders of all ages, interests and involvement in Alberta. Each issue features stories, spotlights and articles on AEF's equine community, ranging from important issues of safety and programs, to providing information on horse ownership and training for newcomers to riding, promotion of active youth and riding, and a special feature in each issue of relevance to the equine community.

MEDIA KIT
2020

THE NUMBERS

EQUINE CLUBS
& ASSOCIATIONS

157

BUSINESSES

83

20,000+

AEF MEMBERS

demographics

AEF is the largest equine association serving over **425** communities in Alberta.



social media



Facebook
5,267



Instagram
1,638 followers

Alberta Equestrian Federation (AEF) programs and services cover a wide range of equestrian activities for beginners to experts in a multitude of disciplines and interests. Services range from the provision of reasonable cost insurance for all members to areas of recreation, sport, education and industry. The AEF administers the National English, Western, Driving Instructor/Coach Certification program including rider development, it provides funding for Trail maintenance and development, supports all levels of competitions and offers programs and services for the young and the young at heart in Alberta communities. It is dedicated to the well-being of equines.

DIGITAL AND PRINT!

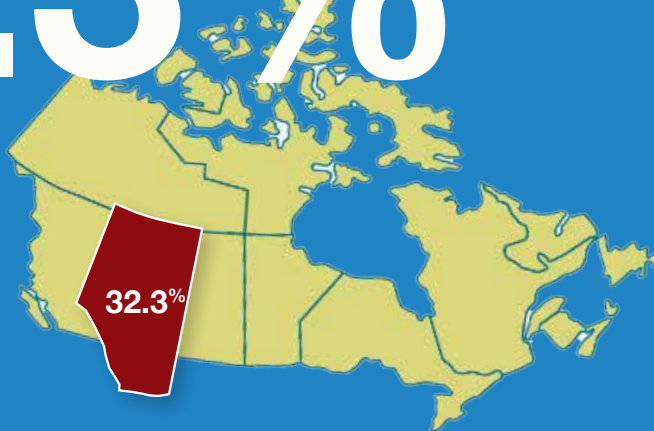


Alberta's **LARGEST** and **MOST DIVERSE** population of horse owners is represented within this publication.

*32.3%

of the total number of horses in Canada, reside in Alberta.

**Source: 2010 Equine Canada, Canadian Horse Industry Profile Study*



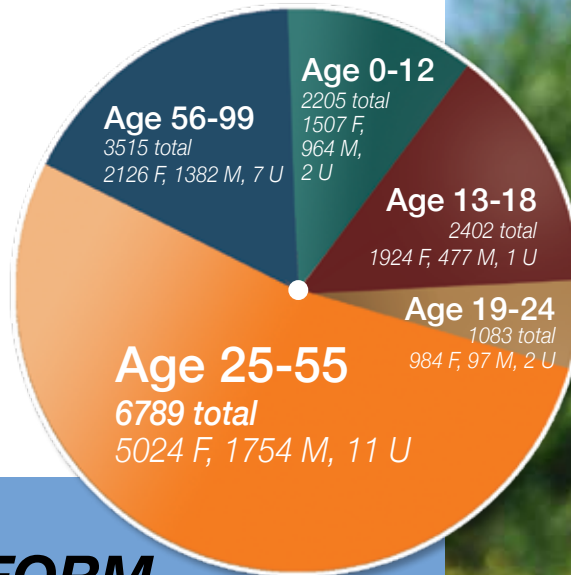
audience

49.3%

English

45.2%

Western



Offering Advertisers an **ENHANCED PLATFORM** WITH A TABLET VERSION.

BREEDS INCLUDE

Quarter Horse | Warmblood | Thoroughbred | Arabian
| Friesians | Miniatures | Percherons | Fjords

disciplines



and more

ALBERTA  EQUESTRIAN
FEDERATION

120, 251 Midpark Blvd, SE,
Calgary, AB T2X 1S3 • 1-877-463-6233





EDITORIAL & PRODUCTION SCHEDULE

SPRING

FEATURE: Matching Kids & Horses

HEALTH: Deworming & Vaccinations

BREED PROFILE:
Andalusians

SPECIAL FEATURE:
Fort MacMurray Fire Follow Up

BOOKING DEADLINE:
January 23, 2020

MATERIAL DEADLINE:
January 27, 2020

BONUS DISTRIBUTION:
The Mane Event, Red Deer, AB

SUMMER

FEATURE: Equestrian Summer Fun!

HEALTH: Preventing Flies

BREED PROFILE:
Camargue

SPECIAL FEATURE:
Exercises for Hunters

BOOKING DEADLINE:
April 17, 2020

MATERIAL DEADLINE:
April 20, 2020

FALL

FEATURE: Barrel Racing

HEALTH: Measuring a Horse's Weight

BREED PROFILE:
Ardennais

SPECIAL FEATURE:
Tips for Riding a Spooky Horse

BOOKING DEADLINE:
September 4, 2020

MATERIAL DEADLINE:
September 7, 2020

WINTER

FEATURE: Rider Etiquette

HEALTH: Winter Laminitis

BREED PROFILE:
Connemara Pony

SPECIAL FEATURE:
AEF Christmas Gift Guide

BOOKING DEADLINE:
October 30, 2020

MATERIAL DEADLINE:
November 2, 2020



“Magazines will always have a place on people’s shelves.”

ALBERTA *BITS*

2020 RATE CARD

*See below for discounts

RATES PER ISSUE	1X	4X
Full Page	\$1,780	\$1,335
1/2 Page	\$1,440	\$1,080
1/3 Page	\$790	\$592
1/4 Page	\$630	\$472
1/6 Page	\$400	\$290

PREMIUM POSITIONS	1X	4X
Inside Front/Inside Back	\$1,958	\$1,440
Outside Back	\$2,130	\$1,670

Ask about our blow-in or stitch-in insertions, and special section rates and services.

2020 SCHEDULE DEADLINES

ISSUE	BOOKING	MATERIALS DUE	DISTRIBUTION
SPRING 2020	January 23rd	January 27th	February 27th
SUMMER 2020	April 17th	April 20th	May 15th
FALL 2020	September 4th	September 7th	September 25th
WINTER 2020	October 30th	November 2nd	November 20th



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ADVERTISING ENQUIRIES

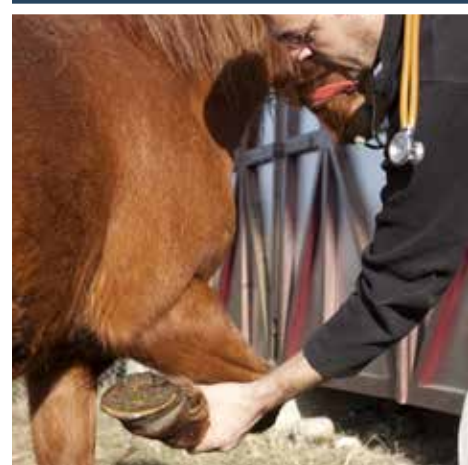
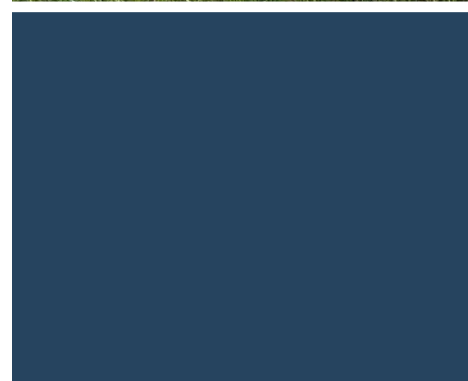
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MEMBER DISCOUNTS*

Club & Business Members receive 30% discounts.

**Not an AEF Business or Club member?
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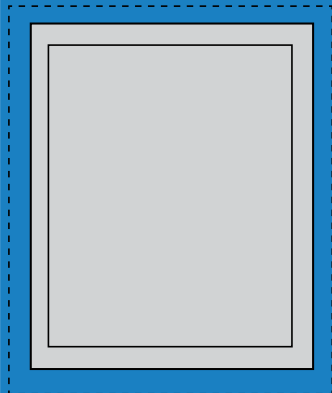


ALBERTA *BITS*

TECHNICAL

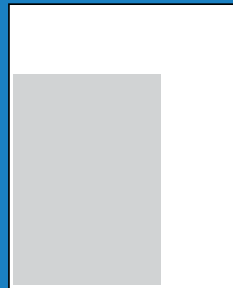
ARTWORK REQUIREMENTS

All digital colour files should be supplied in CMYK at 300 dpi resolution. Grayscale artwork should be provided at 300 dpi. Line art should be at 600 dpi. Accepted file formats are high-resolution PDF, EPS, TIFF or JPEG. All fonts should be embedded in the file or converted to outlines.

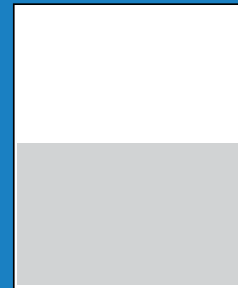


Full Page

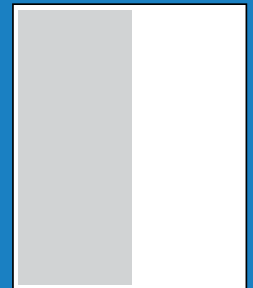
Trim Size: 8" x 10.75"
Bleed size: 8.5" x 11.25"
Image size: 7" x 9.92"



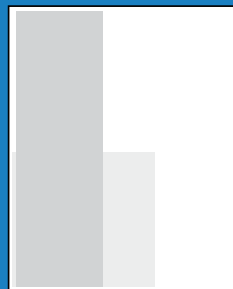
1/2 Island
4.583" x 7.5"



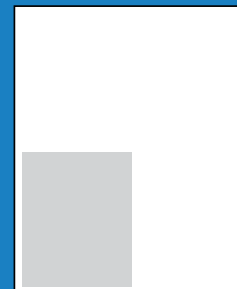
1/2 Horizontal
7" x 4.875"



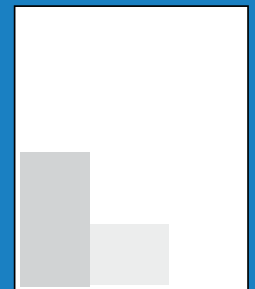
1/2 Vertical
3.375" x 9.92"



1/3 Island
4.583" x 4.875"



1/4 Vertical
3.375" x 4.875"



1/6 Vertical
2.167" x 4.875"

1/3 Vertical
2.167" x 9.92"

1/6 Horizontal
4.583" x 2.25"



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