



MEDIA KIT  
2011

THE OFFICIAL BREED JOURNAL



(931) 359-1574 • [www.twhbea.com](http://www.twhbea.com)



## ABOUT THE PUBLISHER

Voice is published by the Tennessee Walking Horse Breeders' and Exhibitors' Association<sup>SM</sup> (TWHBEA<sup>SM</sup>), the walking horse official breed registry. Founded in 1935, the breed registry was established to record the pedigrees of the Tennessee Walking Horse. Its goal is to maintain the purity of the breed, to promote greater awareness of the Tennessee Walking Horse and its qualities, to encourage expansion of the breed, and to help assure its general welfare.

There are more than 430,000 registered Tennessee Walking Horses throughout the world and the breed has become one of the fastest growing breeds in the nation. The TWHBEA is the Tennessee Walking Horse industry's oldest and most prestigious organization.

## ABOUT VOICE

Started in 1962. Voice is an award winning magazine with an international audience. Voice's colorful format of equine editorial content reaches more than 18,000 homes 10 times each year with a tremendous impact.

Our coverage of shows, breeding and pedigrees, farms, industry news and profiles has made us the walking horse industry's premier publication.

## VOICE ON-LINE

Each issue of the Voice is posted page for page, to the Voice website [www.twhbea.com](http://www.twhbea.com), creating even more bang for your advertising dollar.



## VOICE AWARDS

Voice has received national attention and won awards from American Horse Publications in several categories.

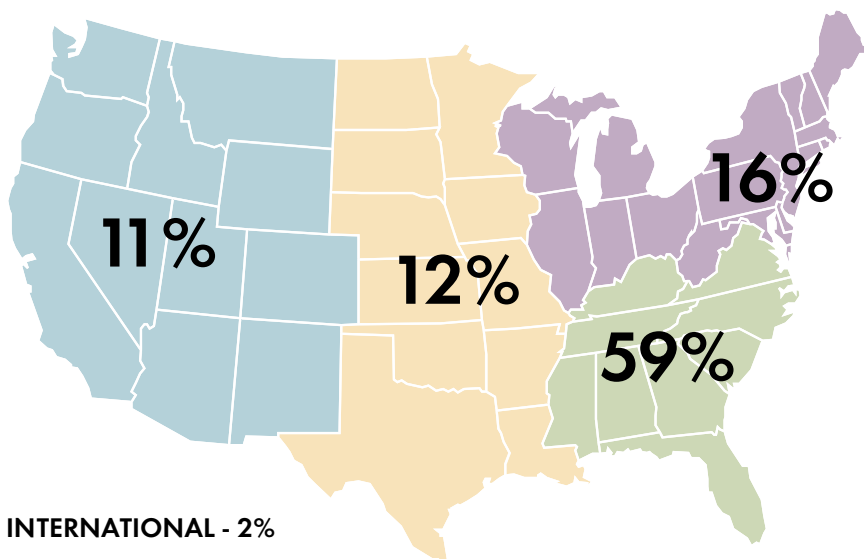
### PUBLICATION PROFILE

FREQUENCY	8 times yearly
PAID CIRCULATION	12,000
TOTAL CIRCULATION	14,000
DISTRIBUTION	US and International
SUBSCRIPTION PRICE	Included with TWHBEA membership. \$36 year, \$65 two years, \$90 three years non-member.

### DEMOGRAPHICS

INCOME	Average Annual Household Income: \$40,000 - \$79,000, 30.5% have income in excess of \$100,000, 1.7% earn \$1,000,000 or more.
EDUCATION	50% are college graduates. 61% have occupations within a professional, technical, or managerial field.
AGE	The highest concentration of age, 34%, is between the ages of 35 and 44 years.
OCCUPATION	87.5% are employed primarily outside the walking horse industry.
HOME OWNERSHIP	89.8% own their own homes. 68.6% own farms. 16.8% own between 6-10 acres.
HORSE OWNERSHIP	On the average, readers own 5.3 registered Tennessee Walking Horses.

## CIRCULATION BREAKDOWN



### EDITORIAL CALENDAR

JANUARY/FEBRUARY	Feeding, Equine Health
SIRE SUMMARY	Breeding
MARCH	Foal Care, Trailer Selection And Care
APRIL/MAY	<i>(Pleasure Horse Issue)</i> Trail Riding, Versatility
JUNE/JULY	<i>(Amateur/Youth Issue)</i> Show Attire, Parasite And Insect Control
AUGUST/SEPTEMBER	<i>(Souvenir Celebration Issue)</i> Tennessee Products And Destinations
OCTOBER	<i>(Celebration Wrap-Up)</i> World Grand Championship coverage
NOVEMBER/DECEMBER	Cold Weather Concerns, Farm Maintenance

# ADVERTISING RATE SCHEDULE

## COMMERCIAL BASE RATES

AD SIZE	FOUR COLOR	BLACK & WHITE
Inside Front Cover	\$1,250	n/a
Inside Back Cover	\$1,000	n/a
Back Cover	\$1,500	n/a
Two Page Spread	\$1,700	\$1,200
Full Page	\$695	\$475
2/3 Vertical	\$510	\$355
1/2 Horizontal	\$405	\$305
1/3 Vertical	\$340	\$240
1/4 Vertical	\$250	\$175
1/9 Vertical	\$125	\$100
Industry Directory	\$125 per year for listing in magazine and on web site.	
Web Site Banner Ads	\$600 per year or \$50 per month	

## PREFERRED PLACEMENT

Every attempt will be made to place advertisements in a far forward, right hand position, unless it is otherwise requested. Preferred placement ads may be guaranteed with an additional 15% of the base rate.

## AGENCY DISCOUNTS

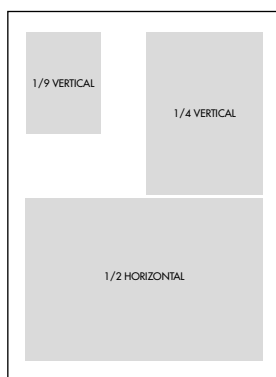
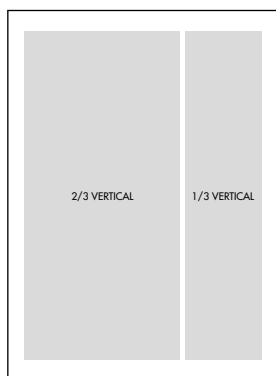
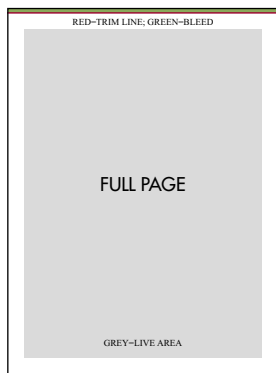
Advertising agencies are entitled to a 15% discount off base rate.

## DEADLINES

Space reserved by the 1st of preceding month all material in office by 7th.

# TECHNICAL SPECIFICATIONS

AD SIZES	
Full Page	
Trim	8.125" w x 10.875" h
Bleed	8.25" w x 11.125" h
Live Area	7.125" w x 9.875" h
2/3 Vertical	4.6875" w x 9.875" h
1/2 Horizontal	7.125" w x 4.875" h
1/3 Vertical	2.3125" w x 9.875" h
1/4 Vertical	3.5" w x 4.875" h
1/9 Vertical	2.25" w x 3.0625" h



## MECHANICAL REQUIREMENTS

Voice is printed computer to plate, therefore, we need digital files. If you are preparing your own ad, please submit it digitally.

## HOW MAY YOU SEND YOUR AD?

*We prefer to receive high resolution pdfs with fonts embedded and colors converted to cmyk.*

### IF A PDF ISN'T POSSIBLE, INCLUDE:

- Original page file  
(*pref. InDesign CS3*)
- All art files  
(*i.e. tiffs, jpegs and/or eps files*)
- All fonts used  
(*screen and printer fonts*)
- A laser print of the page
- Contact information including phone number

### ACCEPTABLE SOFTWARE PROGRAMS

InDesign CS3  
Photoshop CS3

### ACCEPTABLE ART FILES

The following types of art files can be accepted:  
PDF, TIFF, JPEG, EPS, PSD

### ACCEPTABLE COLOR AND RESOLUTION:

- All colors should be cmyk.
- Images must be at least 300 dpi.  
(*Images under the required resolution will not be accepted.*)

- Web images are unacceptable due to their low resolution and poor print quality.

### FONTS:

ALWAYS INCLUDE BOTH SCREEN & PRINTER FONTS WHEN SENDING FILES!

### WAYS WE CAN RECEIVE ELECTRONIC MEDIA...

#### PHOTO UPLOAD:

[www.TWHBEA.com/voice/photoupload](http://www.TWHBEA.com/voice/photoupload)  
Password: voice2005

EMAIL: (contact your Voice representative)

CD's (compact disc) or DVD's

We strongly recommend shipping materials to the Voice via a guaranteed overnight or second day carrier (UPS, FedEx, DHL or Airborne).

The U.S. Postal Service does not guarantee overnight delivery, priority or express mail in our area!

#### VOICE MAGAZINE™

250 North Ellington Parkway  
Lewisburg, Tennessee 37091

For additional technical support please call (931) 359-1574.



***Voice***  
of the Tennessee Walking Horse™

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