

THE HORSEMEN'S JOURNAL

Official Publication of the Horsemen's Benevolent and Protective Association



Advertising in the *The Horsemen's Journal*, the official publication of the National Horsemen's Benevolent and Protective Association (NHBPA), allows you to reach nearly 30,000 active Thoroughbred owners and trainers across North America. The NHBPA is by far the largest horsemen's organization of its kind with 30 affiliate offices across the U.S. and Canada. With over 70 years of experience, *The Horsemen's Journal* delivers results at a lower advertising cost compared to other options. Plus, your advertisement has a shelf life of three months, making it an even greater value. The magazine also includes editorial content from the North American Association of Racetrack Veterinarians (NAARV) and is mailed to all members of that organization, which combine to care for approximately 50,000 horses annually. Offering free advertising design (if needed), agency discounts and top-notch customer service, you can depend on your advertisement in *The Horsemen's Journal* to get results.

Call *The Horsemen's Journal* Advertising Department at (515) 508-1811 or e-mail us at info@hbpa.org today to reach the most horsemen for your advertising dollars.

2026 Publishing Schedule

SPRING

Approximate Mail Date: **Friday, April 3**

Advertising Space Reservation Deadline: **Friday, February 27**

Advertising Materials Due Date: **Wednesday, March 4**

SUMMER

Approximate Mail Date: **Friday, July 3**

Advertising Space Reservation Deadline: **Friday, May 22**

Advertising Materials Due Date: **Wednesday, May 27**

FALL

Approximate Mail Date: **Monday, October 16**

Advertising Space Reservation Deadline: **Friday, August 28**

Advertising Materials Due Date: **Wednesday, September 2**

WINTER

Approximate Mail Date: **Friday, December 11**

Advertising Space Reservation Deadline: **Friday, November 13**

Advertising Materials Due Date: **Wednesday, November 18**

Advertising Specs



MAGAZINE TRIM SIZE:

- 8 3/16" X 10 3/4"



ART / NEGATIVE SPECIFICATIONS:

- Artwork accepted as a high resolution (minimum 300 dpi) PDF. All fonts and images must be embedded, and all images should be min. 300 dpi resolution. Artwork must be accompanied by a color proof.
- Art for full-page trim should be (with bleeds) 8 7/16" X 11"; for bleeds across gutter, allow 1/4".



Standard unit sizes and placement:

- 2-page spread: to be built as two separate full-page ads based on full-page specs below
- Full-page: 7 3/16" X 9 5/8"
- 2/3-page (vertical): 4 3/4" X 9 5/8"
- 1/2-page: 7 3/16" X 4 3/4" (horizontal), 3 1/2" X 9 5/8" (vertical)
- 1/3-page (vertical): 2 1/4" X 9 5/8"
- 1/4-page: 3 7/16" X 4 3/4"
- Business card: 2" X 3 1/4"

2026 Advertising Rates

COVERS	1X	2X	3X	4X
Cover 2 (Inside Front)	\$3,250	\$3,175	\$3,100	\$3,000
Cover 3 (Inside Back)	\$3,025	\$2,950	\$2,985	\$2,825
Cover 4 (Back)	\$3,360	\$3,285	\$3,200	\$3,140

4-COLOR	1X	2X	3X	4X
2-page spread	\$4,340	\$4,240	\$4,150	\$4,050
Full page	\$2,240	\$2,190	\$2,140	\$2,100
2/3-page (vertical)	\$1,750	\$1,710	\$1,670	\$1,630
1/2-page	\$1,425	\$1,400	\$1,360	\$1,330
1/3-page (vertical)	\$1,165	\$1,140	\$1,115	\$1,100
1/4-page (vertical)	\$ 925	\$ 900	\$ 880	\$ 860
Business card (2" x 3 1/4")	\$ 270	\$ 265	\$ 260	\$ 245

BLACK & WHITE	1X	2X	3X	4X
2-page spread	\$3,100	\$3,030	\$2,960	\$2,885
Full page	\$1,600	\$1,565	\$1,525	\$1,495
2/3-page (vertical)	\$1,245	\$1,220	\$1,190	\$1,160
1/2-page	\$1,015	\$ 990	\$ 965	\$ 950
1/3-page (vertical)	\$ 830	\$ 810	\$ 790	\$ 800
1/4-page	\$ 665	\$ 650	\$ 640	\$ 630

The Horsemen's Journal

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