

SPEEDHORSE



2020 Media Kit

Speedhorse provides timely coverage of vital statistics, current reporting of racing, important news events, and in-depth special editorial features to the buyers, sellers and decision makers of the Quarter Horse Racing Industry. Speedhorse is unrivaled in market influence and is THE premier publication of the Quarter Horse Racing Industry!



Focus By Issue

January JUVENILE SIRES ISSUE

Focusing on stallions with no foals of race age and featuring the previous year in review, retelling the events that impacted the industry.

February AQHA CHAMPION ISSUE

In-depth coverage of the AQHA Champions and their pedigrees.

March FRESHMAN SIRES & PAINT AND APPALOOSA CHAMPIONS ISSUE

Covering the previous year's Freshman Sire of the year and highlighting stallions with their first crop of 2 year olds at the track. Also, in-depth coverage of the Paint & Appaloosa Champions and their pedigrees.

April MILLION DOLLAR SIRES ISSUE

Complete coverage of the million dollar sires in the Quarter Horse, Paint, Appaloosa and Barrel Horse industry.

May CROSSOVER ISSUE

The influence of the Quarter Horse racing industry on other disciplines.

June BROODMARE ISSUE

A special issue dedicated to the industry's leading broodmares and their offspring, including the Speedhorse Broodmare of the Year.

July SPECIAL SALE ISSUE

A special issue focusing on the upcoming sales around the country.

August YEARLING SALE COVERAGE ISSUE

Featuring yearlings being sold at several of the major sales companies around the country.

September ALL AMERICAN ISSUE

Detailed coverage of the All American Futurity & Derby qualifiers, including a look back at the history of the All American Futurity.

October ALL AMERICAN WEEKEND

In-depth coverage of the All American weekend, and the Sam Thompson Memorial Jockey Award.

November HOLIDAY ISSUE

A thanks to all the owners, breeders, trainers and jockeys for all their hard work throughout the year.

December NEW YEAR ISSUE

Wishes for a successful New Year.

BARREL STALLION REGISTER

The leading reference guide of Barrel Horses standing across the country.

STALLION REGISTER

The leading racing reference guide of stallions standing across the country.

RESERVE YOUR SPACE TODAY!
(405) 310-4651 • info@speedhorse.com



Advertising Deadlines

2020/2021 Issues	Reservation Deadline	Art Approval Deadline
January	1/3/20	1/6/20
February	1/31/20	2/3/20
March	2/28/20	3/2/20
April	4/1/20	4/6/20
May	5/1/20	5/4/20
June	5/29/20	6/1/20
July	6/26/20	6/29/20
August	7/24/20	7/27/20
September	8/21/20	8/24/20
October	10/2/20	10/5/20
November	11/6/20	11/9/20
December	12/11/20	12/14/20
Barrel Stallion Register	10/16/20	10/19/20
Annual Stallion Register	11/25/20	11/30/20
January	1/1/21	1/4/21
February	1/29/21	2/1/21
March	2/26/21	3/1/21

Additional Distribution

January	Heritage Place Winter Mixed Sale
July	TQHA Yearling Sale and All Major Sales Through Year End
August	Louisiana QHBA Yearling Sale Ruidoso NM Bred Sale
September	Heritage Place Yearling Sale Ruidoso Select Yearling Sale
October	Los Alamitos Equine Sale LQHBA Fall Mixed Sale
November	Heritage Place Fall Mixed Sale
Stallion Register	Heritage Place Winter Mixed Sale
Barrel Stallion Register	Various Barrel Events

Speedhorse sends magazines to the racing offices of most race tracks operating throughout the entire year. Magazines are also distributed every month at the Hipodromo de las Americas in Mexico.

Advertising Specifications

Full Page

Bleed: 8.625" x 11.125"

Trim: 8.375" x 10.875"

Image Area:
7.375" x 9.875"

Half Page Horizontal

Image Area:
7.375" x 4.8375"

Half Page

Vertical

Image Area:
3.625" x
9.875"

Quarter Page

Image Area:
3.625" x
4.8375"

Classified Advertising

SINGLE: 2.4125" x 1.1667"

DOUBLE: 2.4125" x 2.5246"

TRIPLE: 2.4125" x 3.883"

See Applicable Rate Card
for acceptable file formats for
camera-ready art submission.

