DEAR ADVERTISERS,

Welcome to the 2021 Media Kit for The Plaid Horse!

Advertising with The Plaid Horse has been an unparalleled value proposition for the last seventeen years. It is what has made us successful. We are expanding both our print and digital reach daily, while keeping our core affordability. We want to include you in our growth and success.

Our readers are well-educated, have a high disposable income, and a passion for horses. Go to a show and watch people leaf through The Plaid Horse magazine – your message is literally in the hands of your target market. The Plaid Horse partners with the right advertisers in the right place at the right time in the hands of the right people creating an ideal marriage for any advertiser.

As North America’s Premier Horse Show Magazine, The Plaid Horse reaches a national market from the multi-week circuit competitions of Showplace Productions (IL, MN), Queenie Productions (MO, NE, NM), and HITS (FL, NY, VA); to the traditional classics of Devon (PA), Menlo Charity (CA), and Pin Oak Charity (TX). The Plaid Horse appeals to horse show attendees everywhere from the USEF Premiere level to local schooling shows and IEA & IHSA competition.

The Plaid Horse is an all-glossy print publication offering more opportunity and high-quality exposure to our advertisers while keeping our signature affordability-in-sizing options.

We continue to increase our connection to readers through our website, mailing list, and social media with the inclusion of current horse show news, news about our advertisers, and informative articles. Facebook, Instagram, Twitter, Pinterest, Snapchat, and Tumblr all display content from our advertisers.

We have the target market, we have their attention, and we have the geography – all at a fraction of other advertising offerings. Reserve your advertising space today by phone or email!

Sincerely,

Piper Klemm, Ph.D.
Owner, The Plaid Horse
piper@theplaidhorse.com
541-905-0192

P.S. Don’t take my word for it, read what our current advertisers are saying!

The Plaid Horse 2021 Media Kit • Call 541-905-0192 • Email piper@theplaidhorse.com • Visit theplaidhorse.com
ADVERTISER TESTIMONIALS:

“I loved advertising with The Plaid Horse – amazing writing and beautiful layout of our company’s story! They were so patient as I went through detailing the founding and growth of our company. It was as important to them as it was to me that we got it right. It’s an excellent publication run by a group of people who love horses and want to create a quality product. Their dedication to excellence is reflected in the quality of their work!”

KIMBERLY ROGERS, Owner, Piccoli Horses, Kentucky

“I was totally impressed with the quality and effectiveness of The Plaid Horse’s ad placement – I had immediate positive quality feedback with my e-blast and 1/4 page ad after the months I spent wasted in other formats.”

DR. JOSHUA B. HALL, DVM, Owner, Anacapa Equine, Inc., Southern California

“The Plaid Horse was so easy to work with making the process of producing content and artwork less overwhelming. The Plaid Horse understands the modern reader, creating and producing useful and meaningful information in a user friendly format.”

JOCelyn KIVORt, Owner, Arista Equestrian, New York

“Through The Plaid Horse I have met some remarkable people and life long friends. I will forever be a major supporter of the publication and those behind it. Not enough wonderful things to say about Piper and staff!”

FOREST FRANZOEI, Founder, Herd of Zebras Apparel and Accessories, Wisconsin

“I have really seen great results from the Instagram advertising. You & your team do a super job! I am very happy with the increase in traffic & will definitely do more advertising again in the future! Thank you Liz & TPH!”

MICHAEL TOKARUK, Grand Prix Rider & Trainer at Tokaruk Show Stables, Tennessee

“Our partnership with TPH has really been invaluable – from exposure to making new industry contacts to growing our business exponentially – it’s certainly our wisest business move yet!”

ANDREW RYBACK, Owner, Andrew Ryback Photography, Illinois

“Dealing with the staff of The Plaid Horse is one of the great pleasures of my day! They are helpful and knowledgeable and so easy to work with. My ads are always beautiful and effective! You have to love it when your friends and customers from all over the country call you to tell you how great your new ad looks.”

JOHN McQUEEN, Founder/Show Manager, Queenie Productions, LLC, Louisiana

“Advertising in The Plaid Horse is easy and fun and keeps everyone up-to-date with the achievements of Orion Farm.”

LINDA EVANS, Trainer, Orion Farm, Massachusetts and Florida

“Advertising in The Plaid Horse is a comprehensive experience – TPH makes sure HorseWorks Insurance is out there in print, online, and on social media, as well as discussed and promoted at horse shows. There’s no better or more cost-efficient way to spend advertising dollars – our message is spread across a large number of forms of media.”

BRENDAN TETRAULT, Agent & Founder, HorseWorks Insurance Specialists LLC, Vermont
MISSION  The Plaid Horse is a print and digital publishing company* providing exceptional coverage for the hunter/jumper/breeding disciplines at reasonable rates.

We support equestrian competitors, horse fans, the general public, and suppliers to the industry through horse show and event coverage, equine articles of interest, and advertisements.

MARKET  All competitors in rated horse shows are members of the United States Equestrian Federation (USEF). Using USEF market research, these participants are part of an upscale market. Hunter/jumper competitors are well educated, have high disposable income, and have time to use it in pursuit of their passions.

The horse industry is a thriving complex market with a direct economic effect of $113 billion per year in the United States. Three million people in the United States own horses and another 12.7 million are involved in the horse industry. Our readers travel frequently, patronize upscale hotels and restaurants, and invest in their passion and their children’s interests.

DISTRIBUTION  The Plaid Horse magazine is distributed at horse shows (rated, unrated, and intercollegiate), hunter/jumper association events, and clinics across the United States and Canada. Retail tack shops, feed stores, and barns provide additional distribution venues. In 2019, The Plaid Horse published 9 issues with a circulation minimum of 10,000 printed copies per issue, and with an estimated readership of 125,000 per issue through online statistics and print.

In 2020, examples of horse show distribution included: The Devon Horse Show, USEF Pony Finals, all HITS shows, Lake Placid Horse Shows, Blenheim Equisports, Washington International Horse Show, The National Horse Show, and Desert International Horse Park.

The Plaid Horse is the go-to magazine for everyone at the horse show. There is quite a bit of down time at horse shows and The Plaid Horse is there for trainers, riders, spectators, and owners. With over 2,500+ recognized shows in the United States annually, The Plaid Horse selects the local and rated shows with the greatest value for readers and advertisers.

DIGITAL MEDIA  Rounding out the magazine is the digital side of things – theplaidhorse.com as well as social media.

- Every issue is offered free in its entirety on Facebook, issuu.com, and theplaidhorse.com
- The Plaid Horse takes advantage of collaboration – digital copies of each issue are included with every purchase at Andrew Ryback Photography.
- News, press releases, and other media are made available on theplaidhorse.com and social media
- Our advertisers have a strong presence on Facebook, Instagram, Twitter, Pinterest, Snapchat, and Tumblr.
- The Plaid Horse has over 80,200 followers on Instagram, 43,000 on Facebook, 6,200 on Twitter, and 1,000,000 monthly views on Pinterest.

* Proudly printed in the USA!
2021 ISSUE SCHEDULE

FEBRUARY: The Stallion Issue
Ads & articles due January 1
Distribution begins January 23, show distribution includes:
- Gardnertown Farm (NY)
- Great Southwest Equestrian Center (TX)
- HITS Thermal, Ocala (FL)
- Lake St. Louis Winter Series (MO)
- Ledges Winter Series (IL)
- Wellington (FL)
- World Equestrian Center (OH)

MARCH: The Lifestyle Issue
Ads & articles due February 5
Distribution begins February 27, show distribution includes:
- Pin Oak Charity Horse Show (TX)
- Ledges Winter Series (IL)
- HITS Thermal, Ocala (FL)
- Lake St. Louis Winter Series (MO)
- Blenheim Spring Classics (CA)
- World Equestrian Center (OH)

APRIL: The Wellness Issue
Ads & articles due March 12
Distribution begins April 2, show distribution includes:
- Langer Equestrian Group Shows (CA)
- International Omaha (NE)
- IEA National Finals (VA)
- IEA & IHSA National Finals
- Spring National (WA)
- Showpark Ranch & Coast Classic (CA)
- Showplace Spring (IL)
- NCEA National Championships
- Carolina Spring Circuit (SC)
- ANRC Championships

MAY/JUNE: The Young Horse Issue
Ads & articles due April 23
Distribution begins May 14, show distribution includes:
- Langer Equestrian Group Shows (CA)
- Blenheim June Classics (CA)
- The Devon Horse Show (PA)
- HITS Saugerties (NY) & Culpeper (VA)
- Mother’s Day Classic (OR)
- Thunderbird (Langley, BC, CAN)
- Maffit Lake (IA)
- Showplace Spring Spectacular (IL)
- Vermont Summer Festival (VT)

JULY: The Horse Care Issue
Ads & articles due May 28
Distribution begins June 18, show distribution includes:
- Langer Equestrian Group Shows (CA)
- Lake Placid Horse Shows (NY)
- Country Classic (OR)
- HITS Saugerties (NY) & Culpeper (VA)
- Oregon High Desert Classic (OR)
- Kentucky Summer (KY)

JULY continued...
- West Coast Junior Hunter Finals (CA)
- Spruce Meadows (Calgary, AB, CAN)
- Equifest (IL)
- Vermont Summer Festival (VT)

AUGUST: The Pony Issue
Ads & articles due July 2
Distribution begins July 23; Show distribution includes:
- Langer Equestrian Group Shows (CA)
- USEF Pony Finals (KY) & KY Summer Classic (KY)
- Evergreen Classic (WA)
- Menlo Charity Horse Show (CA)
- Minnesota State Fair (MN)
- HITS Saugerties Children’s Pony Finals (NY)
- Showpark August & Summer Classics (CA)
- Vermont Summer Festival (VT)

SEPTEMBER: The Fashion Issue
Ads & articles due August 13
Distribution begins September 3; Show distribution includes:
- Langer Equestrian Group Shows (CA)
- HITS Saugerties Million Dollar Weekend (NY)
- American Gold Cup (NY)
- HITS Culpeper (VA)
- WHJA Finals (WI)
- Northwest Spectacular (OR)
- Showplace Fall (IL)
- World Equestrian Center (OH)
- Minnesota Fall Harvest (MN)

OCTOBER/NOVEMBER: The Equitation Issue
Ads & articles due September 10
Distribution begins October 1; Show distribution includes:
- Langer Equestrian Group Shows (CA)
- Pennsylvania National (PA)
- Washington International (WIHS)
- Royal Winter Fair (Toronto, ON, CAN)
- National Horse Show (KY)
- World Equestrian Center (OH)
- Minnesota Harvest Festival (MN)
- National Sunshine Series (CA)

DECEMBER: The Education Issue
( featuring the Holiday Gift Guide)
Ads & articles due November 5
Distribution begins November 26; Show distribution includes:
- Langer Equestrian Group Shows (CA)
- Ledges Winter Circuit (IL)
- Lake St. Louis Winter Series (MO)
- USHJA Annual Meeting
- Wellington (FL)
- World Equestrian Center (OH & FL)
- HITS Ocala 2021

NOTE: Distribution includes dozens of each issue to hundreds of horse shows (rated, local, and IEA & IHSA) around the United States and Canada, as well as hundreds of tack stores, clinics, and barn events.
## PRINT AD SIZES AND RATES

<table>
<thead>
<tr>
<th>SIZE</th>
<th>COST</th>
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<tbody>
<tr>
<td>Full page, full bleed*</td>
<td>$1015</td>
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<tr>
<td>1/2 horizontal with bleeds*</td>
<td>$550</td>
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<tr>
<td>1/2 vertical with bleeds*</td>
<td></td>
</tr>
<tr>
<td>2/3 horizontal with bleeds*</td>
<td>$750</td>
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<tr>
<td>2/3 vertical with bleeds*</td>
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<tr>
<td>1/4 page – 3.4&quot; W x 4.33&quot; H</td>
<td>$299</td>
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### SPECIALTY PAGES WHEN AVAILABLE

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<thead>
<tr>
<th>SPECIALTY PAGES WHEN AVAILABLE</th>
<th>COST</th>
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</thead>
<tbody>
<tr>
<td>Back cover, full bleed*</td>
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<tr>
<td>Inside front cover two-page, full bleed* spread</td>
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<tr>
<td>Centerfold, two-page, full bleed* spread</td>
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<tr>
<td>Inside back cover two-page, full bleed* spread</td>
<td>$5500</td>
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<tr>
<td>Front cover foldout and specialty page upgrades available upon request</td>
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### COMBINATIONS

<table>
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<th>COST</th>
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</thead>
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<tr>
<td>Two-page spread, full bleed*</td>
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<tr>
<td>Full page + half-page with bleeds*</td>
<td>$1500</td>
</tr>
</tbody>
</table>

*SEE DETAILS ON THE FOLLOWING PAGE FOR SPECIFICATIONS.

Ad rates will be posted on The Plaid Horse social media with the entire magazine.

For custom ad design services contact Chad Arentz at Jump Creative Services;
Email: chad@jumpcreativeservices.com; Phone: (717) 525-2667.

### AD SUBMISSION:

- Submit your ad by email to your print representative or to Piper Klemm: piper@theplaidhorse.com.
- Maximum attachment size is 10MB. For files larger than 10MB, contact Piper Klemm to arrange submission by other methods.
- Acceptable file formats are high resolution flattened PDF, EPS, PSD, JPEG or TIFF files.
- Ad resolution must be no less than 300 dpi and ad must be at least 100% of final ad size, including full 0.25" bleed. Note: 1/4 page ads do not require bleeds.
- Our publication is printed in CMYK. Ads submitted using RGB or PMS spot colors will be converted to CMYK in-house. The Plaid Horse does not accept responsibility for any errors and/or mistakes in your ad files, including errors of file size, spelling or scaling. Ads submitted without bleeds will be given a white border in print. Ads that don’t conform to TPH specs will be subject to revisions at a rate of $100 per hour.

For more information call 541-905-0192 or email piper@theplaidhorse.com.
PRINT AD MECHANICAL SPECIFICATIONS

**SIZE INCLUDING BLEED**
A) 8.5" W X 10.5" H

**TRIMS TO**
B) 8" W X 10" H

**LIVE AREA**
C) 7" W X 9" H

*FULL PG WITH BLEED

**SIZE INCLUDING BLEED**
A) 4.375" W X 10.5" H

**TRIMS TO**
B) 3.875" W X 10" H

**LIVE AREA**
C) 2.875" W X 9" H

*1/2 PG WITH BLEED

**SIZE INCLUDING BLEED**
A) 8.5" W X 5.375" H

**TRIMS TO**
B) 8" W X 4.875" H

**LIVE AREA**
C) 7" W X 3.875" H

*1/2 PG HORIZONTAL WITH BLEED

**SIZE INCLUDING BLEED**
A) 5.75" W X 10.5" H

**TRIMS TO**
B) 5.075" W X 10" H

**LIVE AREA**
C) 4.075" W X 9" H

*2/3 PG VERTICAL WITH BLEED

**SIZE INCLUDING BLEED**
A) 8.5" W X 7.125" H

**TRIMS TO**
B) 8" W X 6.625" H

**LIVE AREA**
C) 7" W X 5.625" H

*2/3 PG HORIZONTAL WITH BLEED

**SIZE INCLUDING BLEED**
A) 3.25" W X 8.5" H

**TRIMS TO**
B) 2.75" W X 10" H

**LIVE AREA**
C) 1.75" W X 9" H

*1/3 PG VERTICAL WITH BLEED

**SIZE INCLUDING BLEED**
A) 8.5" W X 3.625" H

**TRIMS TO**
B) 8" W X 3.125" H

**LIVE AREA**
C) 7" W X 2.125" H

*1/3 PG HORIZONTAL WITH BLEED

1/4 PAGE
3.4" W x 4.33" H

The Plaid Horse 2021 Media Kit • Call 541-905-0192 • Email piper@theplaidhorse.com • Visit theplaidhorse.com
DIGITAL MEDIA rounds out the magazine on the digital side of things – theplaidhorse.com as well as social media. The Plaid Horse is a publishing company providing exceptional digital as well as print coverage for the hunter/jumper/breeding disciplines at reasonable rates. We support equestrian competitors, horse fans, the general public, and suppliers to the industry through horse show and event coverage, equine articles of interest, and advertisements.

- Every issue of TPH is offered free in its entirety on Facebook, issuu.com, and theplaidhorse.com
- The Plaid Horse takes advantage of collaboration – digital copies of each issue are included with every purchase at Andrew Ryback Photography.
- News, press releases, and other media are made available on theplaidhorse.com and social media.
- Our advertisers have a strong presence on Facebook, Instagram, Twitter, Pinterest, Snapchat, and Tumblr.*

For more details call 541-905-0192 or email piper@thplaidhorse.com.

WEB STORE If you would like to submit your product(s) for consideration in The Plaid Horse store, please email piper@thplaidhorse.com.

DIGITAL ADVERTISING OPTIONS

<table>
<thead>
<tr>
<th>SIDEBAR ADS, FULL SITE (WEB ONLY)</th>
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</tr>
</thead>
<tbody>
<tr>
<td>300 X 125 px – Sidebar throughout site (3 month run)</td>
<td>$1800</td>
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<tr>
<td>300 X 250 px – Sidebar throughout site (3 month run)</td>
<td>$1800</td>
</tr>
<tr>
<td>300 X 250 px – Sidebar throughout site (3 month run)</td>
<td></td>
</tr>
<tr>
<td>ANIMATED GIF – up to 3 images/slides</td>
<td>$2100</td>
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</tbody>
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<table>
<thead>
<tr>
<th>INSTAGRAM</th>
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</thead>
<tbody>
<tr>
<td>Single Instagram post</td>
<td>$1015</td>
</tr>
<tr>
<td>7 days of Instagram story mentions</td>
<td>$299</td>
</tr>
<tr>
<td>30 days of Instagram story mentions</td>
<td>$499</td>
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<table>
<thead>
<tr>
<th>PODCASTS</th>
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</thead>
<tbody>
<tr>
<td>20-second commercial</td>
<td>$499 ea</td>
</tr>
<tr>
<td>Pack of six 20-second commercials</td>
<td>$1995</td>
</tr>
<tr>
<td>Full year of 20-second commercials</td>
<td>$9995</td>
</tr>
<tr>
<td>Title sponsorship, one episode</td>
<td>$5000</td>
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<table>
<thead>
<tr>
<th>E-BLASTS (75,000+ SUBSCRIBERS)</th>
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<tbody>
<tr>
<td>Single e-blast sent by The Plaid Horse to our mailing list</td>
<td>$999</td>
</tr>
<tr>
<td>Group of 3 e-blasts</td>
<td>$2997</td>
</tr>
<tr>
<td>Group of 10 e-blasts</td>
<td>$9990</td>
</tr>
</tbody>
</table>

<table>
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<tr>
<th>A LA CARTE</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Article / press release posted on theplaidhorse.com</td>
<td>$299</td>
</tr>
<tr>
<td>Article / press release posted on theplaidhorse.com w/e-blast</td>
<td>$1099</td>
</tr>
<tr>
<td>Blog profile written by TPH</td>
<td>$995</td>
</tr>
<tr>
<td>Product / brand item review</td>
<td>$299</td>
</tr>
</tbody>
</table>

*The Plaid Horse has over 80,200 followers on Instagram, 43,000 on Facebook, 6,200 on Twitter, and 1,000,000 monthly views on Pinterest.
OUR DIGITAL REACH...

With a large audience across multiple channels, digital advertising with The Plaid Horse will get your business in front of high numbers in various demographics.

Site Traffic for theplaidhorse.com*

- Averaging 425,000 page views a month in 2020
- 590,000 new users this year, a 147% increase over 2019
- 155% year-over-year growth in pageviews
- US audience spread over the entire country, with highest numbers in California, New York, Florida, Illinois and Texas

The Plaid Horse offers:

- Largest targeted marketing to the hunter/jumper community
- Greatest social media client ad exposure of any hunter/jumper magazine
- Most competitively priced advertising and the best value for your budget

Facebook Engagement

- Over 42k followers and page has never seen a downtrend in follows
- Organic post reach ranges from 12,000 - 500,000 per post
- User engagement continuing to trend upward in 2020
- User groups mimic website statistics, evenly spread throughout the United States with highest numbers in the 25-44 and 45-54 ages

Instagram Engagement

- 80,200 Followers concentrated in 18-24 and 45-54 ages
- Reaches an average of 17,500 accounts in Discovery weekly
- Reaches an average of 750,000 impressions monthly

Pinterest Engagement

- Over 100,000 pageviews on an increasing trend
- Younger audience with 39% in the 18-24 range, and 20% in 25-34 bracket

Find The Plaid Horse on:

- Instagram: instagram.com/theplaidhorsemag
- Pinterest: pinterest.com/theplaidhorse
- Facebook: facebook.com/theplaidhorsemag
- Twitter: twitter.com/Plaidhorsemag
- Website: theplaidhorsemag.com

14 Mechanic St., Canton, NY 13617

* stats current through August 2020

The Plaid Horse 2021 Media Kit • Call 541-905-0192 • Email piper@theplaidhorse.com • Visit theplaidhorse.com
Champions
ALWAYS HUNGER FOR MORE.

DISCOVER SOMETHING NEW IN ULTRA-PREMIUM HORSE FEED AT PROELITEHORSEFEED.COM

Photo by Alden Corrigan Media
© 2020 Cargill, Incorporated. All rights reserved.

FULL BLEED, TWO-PAGE SPREAD TEMPLATE IS AVAILABLE ONLINE (THEPLAIDHORSE.COM/ADVERTISE)
ProElite
There can only be one best.

Discover something new in ultra-premium horse feed at ProEliteHorseFeed.com

© 2020 Cargill, Incorporated. All rights reserved.
CONGRATULATIONS

Hallie Grimes & Boldly Stated
Winners of the ASPCA Maclay, 2019 Devon Horse Show

Brookside Pine Farms, LLC • Conroe, Texas • www.brooksidepinefarms.com
A full-service hunter/jumper/equitation boarding facility nestled on 100 beautiful acres
of rolling green pastures and forests near The Woodlands.

FULL BLEED, TWO-PAGE SPREAD TEMPLATE IS AVAILABLE ONLINE (THEPLAIDHORSE.COM/ADVERTISE)
CONGRATULATIONS

Arabel McFarland  Rowan Mills  Eleanor Rudnicki

Rachel Head  Gabrielle Barnes

Looking Forward to a Great Rest of the 2019 Show Season

Brookside Pine Farms, LLC • Conroe, Texas • www.brooksidepinefarms.com

A full-service hunter/jumper/equitation boarding facility nestled on 100 beautiful acres of rolling green pastures and forests near The Woodlands.
SETTING THE STANDARD SINCE 1978
Complete design services and fine craftsmanship
Custom barns, arenas, garages, and living quarters
For a Coat so Shiny it Glows...

Ultimate Gloss Shampoo
- SHINE that keeps your horse glowing for days.
- RICH deep-cleansing lather to lift away dirt.
- GENTLE pH balanced formula, safe for daily use.
- SADDLE SAFE™ so no slipping saddle.

Ultimate Gloss Conditioner
- MOISTURIZE manes and tails to prevent breakage.
- RESTORE with natural oils and nourishing protein.
- DETANGLE for easy comb out with fullness.
- SMOOTH show ready finish, gentle for leave-in use.

Setting the Grooming Standard...
www.ultimategloss.com
ENG ineered TO BE SEEN

HORSEWARE IRELAND

FULL BLEED TEMPLATE IS AVAILABLE ONLINE (THEPLAIDHORSE.COM/ADVERTISE)
On iTunes, Spotify, Stitcher, & Google Play

#1: Introducing The Plaidcast with Piper Klemm
#2: John French
#6: Anne Kursinski & Tonya Johnston
#9: Laura Kraut
#11: Geoff Teall
#17: How Hunter Judging Works
#20: Ken Krome & Louise Serio
#22: Bernie Traurig & Tonya Johnston
#24: Jenny Karazissis
#35: Amanda Steege & Jessi Lohman
#61: Stacia Madden
#68: Margie Engle
#72: Todd Minikus & Tom Brennan
#109: Carleton Brooks & Stephanie Danhakl
#125: Georgina Bloomberg
#126: Hillary Johnson, Kendall Meijer & Brianne Goutal-Marteau
#142: Margie Engle, Shane Sweetnam & Cian O’Connor
#147: Val Renihan & Frank Madden
What do **Anne Kursinski**, Sandy Ferrell, and **Lauren Kardel** have in common? They’re on The Plaidcast!

**RECENT EPISODES:**
- #172: Adam Edgar
- #170: Mavis Spencer
- #167: Archie Cox & Tonya Johnston
- #165: Joie Gatlin
- #163: Bert Mutch
- #162: Don Stewart & Sandy Ferrell
- #160: Boyd Martin & Lynn Jayne
- #150: Bernie Traurig & Molly Ashe-Cawley
Too hot to breathe? Imagine how your horse feels! From pasture pet to the competition ring, the heat has been unbearable!

Choose one of our respiratory formulas to open airways and help clear mucous for normal respiratory tract health and better performance.

USA: 1-877-436-1221 • Canada: 1-800-651-3172 • OmegaAlpha.com • Visit our website at www.OmegaAlpha.com to view our wide range of human and pet health products.
Redingote Technical Outerwear For The Modern Equestrian

Waterproof Rain Gear
Introducing Redingote’s all new one-piece rain gear:
- Waterproof & breathable coverall keeps riders dry & clean
- Oversized hood fits over a riding helmet
- Optional stirrup keeps pant leg in place while in the saddle

Winter Insulated Jumpsuit
Product Features:
- Quilted lining with 60g insulation & magnetic storm flaps
- Secure pockets & storage for crops & spurs
- Zippers on legs allow for easy pull on over boots
- Layers over standard riding outfit with ease

Keep Your Babies Happy & Tick Free!
The Nervous Tick™
ALL NATURAL DEET FREE BUG REPELLENT
BUY ONLINE: WWW.THENERVOUSTICK.COM

1/2 PAGE HORIZONTAL WITH BLEEDS
MAKE YOUR PONY SHINE

All Full Blown Pony products are made using natural human-grade ingredients. Add some variety to your grooming routine with our fun flavors. Shampoos and conditioners work great on pups too!

Try all of our sweet scents!
Raspberry Lemonade, Cotton Candy, Vanilla Butter, Cinnamon Roll & Root Beer

Available on showgrounds at FarmVet

www.fullblownpony.com
CONFIDENCE reimagined

High performance yet distinctly feminine, our thoughtfully designed layers are functional in and out of the saddle.

Discover the reinvented Fall 2020 Collection at your local Kerrits retailer or online at kerrits.com.

SPRINGTIME
HOOF & COAT FORMULA

- Farrier recommended
- Supports strong, healthy, functional hooves
- Provides essential nutrients for brilliant skin and coat
- Fortified with biotin; one scoop gives you 14 mg

SPRINGTIME.COM  |  800-521-3212

1/2 PAGE HORIZONTAL WITH BLEEDS
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NOTE TO THE READER BY PIPER KLEMM, PHD

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