THE PLAID HORSE

AMERICA'S HORSE SHOW MAGAZINE *Published Since 2003*

Plaid-à-Porter

How our complimentary editorial features work:

***Plaid-à-Porter* is The Plaid Horse's monthly editorial fashion column, showcasing the best of equestrian fashion and lifestyle through elevated, editorial-quality storytelling. Brands are featured at no cost. Items sent will not be returned.**

What your brand receives

- Your pieces styled and photographed on location in a fashion editorial
- Brand credit in both the print magazine and our online edition (125,000+ monthly readers) in addition to our blog and coverage on our social media
- All final imagery shared with your team, free to use across your own channels

What we ask of you

- Product provided at no cost for the shoot
- Confirmed selections and sizes as soon as possible after our request
- Shipment with tracking to the address we provide, arriving at least 5 business days before the shoot date
- Product names so we can credit each piece accurately

Product policy

- Product provided for complimentary *Plaid-à-Porter* features is kept by The Plaid Horse after the shoot
- Return requests made after the shoot are not possible to accommodate

How it works

01 Confirm
Agree to the feature and note any requirements.

02 Select
We agree on product selections and confirm sizes.

03 Ship
Send product with shipping to the address provided.

04 Shoot
Your pieces are styled and photographed on location.

05 Publish
Feature runs in print and online, with social coverage and final imagery shared.

Creative direction

- The Plaid Horse retains creative direction over styling, locations, and final image selection. In complimentary features, your pieces may appear alongside those of other brands.

Looking for more visibility?

- Dedicated fashion editorial features, with your brand as the centerpiece of the editorial and a brand story alongside the imagery, are also available. Ask Brooke for details.

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