THE MORGAN HORSE

The Horse That Chooses You.℠

media GUIDE

2026 | Volume LXXXV



WELCOME

WHY ADVERTISE WITH THE MORGAN HORSE

2026 EDITORIAL CALENDAR

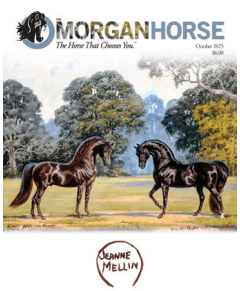
2026 ADVERTISING RATES

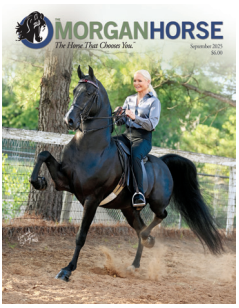
ADVERTISING WITH THE MORGAN HORSE

AD SPECIFICATIONS FOR SUPPLIED ADS

WWW.MORGANHORSE.COM/MAGAZINE









WELCOME!

Each year, the United States equine industry generates more than $300 billion. At least 7.1 million Americans are involved in the industry as horse owners, service providers, and employees. The horse industry is diverse, ranging from recreation riders to showing and racing. The Morgan horse is the country's oldest breed and the American Morgan Horse Association has approximately 7,000 members.

For more than 80 years, *The Morgan Horse* has been the official journal of the Morgan breed. The average age of our readers is 52 years old. They are highly educated, with an average income between $50,000–$100,000. Our issues are delivered to horse shows and equine events throughout the United States. When planning your advertising budget, consider this value in addition to our competitive rates and top-quality printing.

The Morgan Horse is committed to meeting the needs of our advertisers and readers. Our readers expect this dedication to excellence, and as our advertiser, you profit from it.

Please review the enclosed material and contact us to discuss how to make best use of your advertising dollars.

Thanks again for your interest in *The Morgan Horse*. We look forward to many years of working together making the most of your equine-related business!

WHY ADVERTISE IN THE MORGAN HORSE?
There are many reasons!

- **A RICH HERITAGE.** The Morgan horse is America's oldest breed. *The Morgan Horse* magazine has been in existence since 1941.

- **A DIVERSE AUDIENCE.** Morgan enthusiasts have interests ranging from breeding, pleasure riding and driving, to riding lessons and ranch work.

- **TARGETED DISTRIBUTION.** 3,000–4,000 copies are printed each issue with distribution not only to subscribers, but to horse shows, open barns, equine events throughout the country as well as The Kentucky Horse Park.









2026 EDITORIAL CALENDAR

The Morgan Horse magazine is the breed journal of the American Morgan Horse Association. It focuses on being the "one source for everything Morgan."

Several columns run occasionally in *The Morgan Horse*. These include interesting stories about Morgans outside of competition arenas, those inspired by the show ring or competition, stories written by youth, and those about Morgan promotion.

The Morgan Horse is first and foremost feature driven. Our ongoing series include Legacy Mares, Significant Sires, History Lessons, Clinics, Family Tree (lesser known, but significant prefixes), Photo Essays, People and Farm Profiles, and more. Keeping content horsemanship related is very important to us.

Show and event reporting is also an important facet of preserving the official record of the Morgan breed. We cover approximately 60 Morgan shows and events a year. In addition, most issues have a featured topic including:

ISSUE	FOCUS ON
JANUARY/FEBRUARY	Breeding Guide
MARCH	Professionals
APRIL/MAY	Morgan People
JUNE/JULY	Morgan Breeders Tour
AUGUST	New England, The Homeland
SEPTEMBER	Post-New England
OCTOBER	Pre-Grand National
NOVEMBER/DECEMBER	Grand National

Please contact Kim Oplotnik, *Advertising Manager*, at ext. #505, KimO@morganhorse.com *or* Leah Tarnacki, *Senior Magazine Associate,* at ext. #506, Leah@morganhorse.com for specific advertising deadlines, show schedules, and details on feature articles.





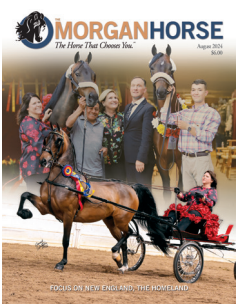












ADVERTISING WITH THE MORGAN HORSE

There are many ways to advertise in *The Morgan Horse*:

DISPLAY & COVER ADS

We're your #1 source for everything Morgan! As the Official Journal of the Morgan breed, we've had more than 80 years of experience advertising your farm, your breeding program, and your winning show results. Our glossy, color pages are a stand-out for advertisers, and we have something for everyone. From the option of color fold-outs, all the way down to 1/6 of a page black and white, we can accommodate your advertising needs. Support the Morgan breed, support *The Morgan Horse*!

2026 ADVERTISING RATES

SIZE	COLOR	PRICE	B&W	PRICE
Full Page	Four Color	$850	Black & White	$470
1/2 Page	Four Color	$550	Black & White	$320
1/3 Page	Four Color	$450	Black & White	$210
1/4 Page	Four Color	$305	Black & White	$200
1/6 Page	Four Color	$220	Black & White	$155

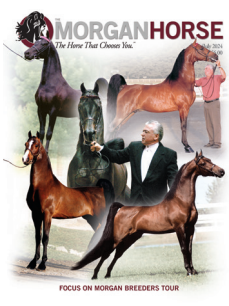
MAGAZINE COVERS

Front Cover.....$3,000*
Inside Front Cover....$1,500
Inside Back Cover...$1,200
Back Cover.....$1,800
Front Cover, Premium** $3,500
(January/February; October; November/December)

MAGAZINE FOLD OUTS

Four Page—Back Cover $4,000
Four Page—Interior..... $3,500
Three Page—Inside Front Cover..... $3,500
Three Page—Inside Back Cover..... $3,000
(A Four-Page fold out from Front Cover is not available)

***FRONT COVER AVAILABILITY. Please ask a sales representative for details. Front cover images will be chosen in consultation with magazine staff.*









JANUARY/FEBRUARY BREEDING GUIDE

Two-Page Package *(Templated Breeding Guide page & custom stallion ad)* $1,000

JUNE/JULY MORGAN BREEDERS TOUR

Special Templated Page..... .$700

REMEMBRANCE ADVERTISING

If you would like to memoralize your Morgan, we are offering a one-time special pricing on a Remembrance advertisement. Special rates are offered for full page ads only.

SIZE	COLOR	PRICE	B&W	PRICE
Full Page	Four Color	$470	Black & White	$320

OTHER SPECIAL RATES

• A 6% discount is offered on supplied advertising, except covers.

• When you place FIVE FULL PAGE ads (either color or black & white) in one issue, you receive a sixth page of the same type FREE to use in the same issue! Please consider this when planning ad spreads for show and breeding features. *Please contact us for even more great advertising offers and packages.*

OTHER AD RATE INFORMATION

• Ad rates include design. Special ad design requests are subject to additional charges at *TMH*'s discretion.

• When requesting sales staff to order photos from photographers on your behalf, any expenses, including retouching and transfer fees, will be billed to the advertiser by *TMH*.

• Ad rates include social media promotion.

• Ads canceled after the first of the month, ad materials received late, and late changes requested by the advertisers are all subject to additional charges.

• The staff of *TMH* makes every attempt to ensure the accuracy of all advertisements. Submissions will be proofed and typos, errors and/or other changes/suggestions that will enhance the overall appearance and accuracy of the ad will be noted to the owner. However, the FINAL responsibility for ad content is with the owner of the advertisement. Owners should thoroughly proofread the ad very carefully to note any changes or discrepancies.

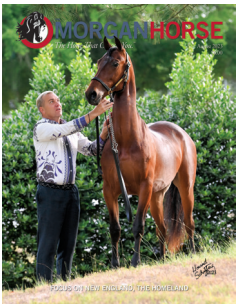
PROOF POLICY PROCEDURE

Within 24 hours from receipt please review your proof carefully for all type-setting errors and omissions from your submitted copy. Due to printer deadlines, we can only accept corrections/changes within 24 hours of receipt of proof. Advertisers are allowed one opportunity to offer corrections to the proof, with the exception of changes missed by the staff. Any changes or redesign of the ad is subject to an additional production charge and is at discretion of the staff.









AD SPECIFICATIONS FOR SUPPLIED ADS

SUPPLIED ADVERTISING MATERIAL GUIDELINES

Please send all material via FTP or e-mail. We accept images in the following formats: JPG, PDF, and TIF **(all must be high-resolution and should not include crop marks)**.

- All ads must be **CMYK** (Four Color) or **Grayscale** (Black & White).
- Indicate whether your full page ad is a right-hand or left-hand page.
- A base hourly charge of $50 per hour will be added to your bill for any work having to be done to supplied files at discretion of the staff.
- ***The Morgan Horse*** **magazine is not responsible for checking, editing, or proofreading supplied files (with the exception of verifying horse names and breeding to comply with our registry database). Supplied documents are assumed to be correct and ready for output without modification.**

IMAGES

All images/files sent to *The Morgan Horse* magazine must be at least **300 DPI resolution** for color and black and white reproduction. Please do not send 72 DPI images downloaded from websites.

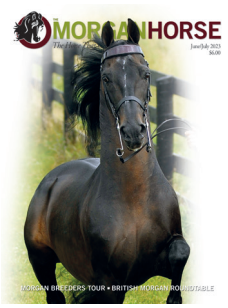
The Morgan Horse is not responsible for photo credits. Advertisers are required to pay any penalties resulting from the failure to recognize the photographer of a given photo featured in an advertisement when camera-ready materials are submitted.

COPY

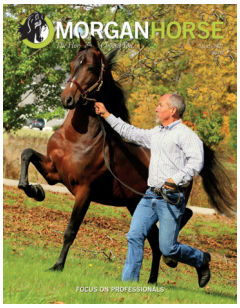
The Morgan Horse magazine is NOT responsible for spelling or grammar mistakes. Please edit copy and proofread your ad before sending it. Please note we place your ad through our proofing department to ensure that horse names and breedings are spelled properly.

SUPPLIED AD CHECK LIST

- ❑ Files created for ad are Macintosh compatible.
- ❑ Files are either CMYK or Grayscale and at least 300 dpi.
- ❑ Large areas of black on Four Color ads should be "Rich Black" 50/40/40/100
- ❑ Do not include crop marks
- ❑ JPG, PDF, or TIF files only please
- ❑ Included all necessary contact information in case of questions.





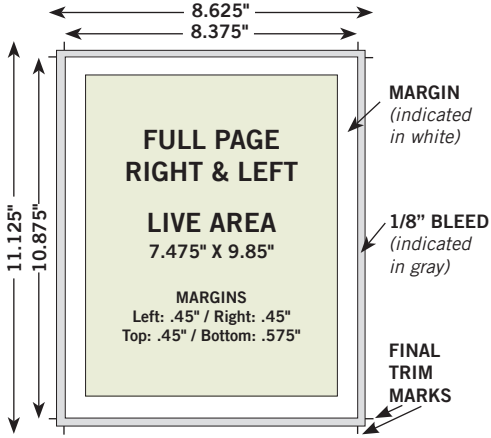




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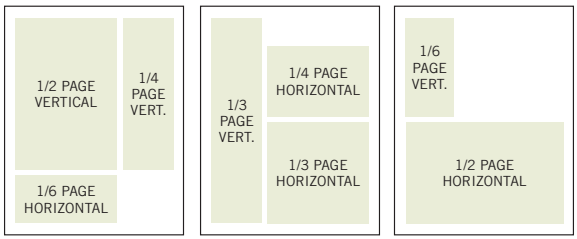
FULL PAGE AD SIZE

Photoshop templates are available on our website. **All submitted full page ads must be 8.375" x 10.875" with an additional 1/8" bleed on all sides (resulting in a FINAL PAGE SIZE of 8.625" x 11.125").** The live area of the page is 7.475" x 9.85". All type, images, etc. should fall within this area to guarantee that nothing will be lost in the final trim of the magazine, but images that you want to fill the whole page (such as backgrounds) should extend to 8.625" x 11.125". If your ad does not fit these guidelines, we will ask you to resend it.



NOTE! THE FINAL PAGE SIZE IS 8.625" X 11.125"

PARTIAL SIZES	DIMENSIONS
1/2 Page Vert.	4.923" x 7.295"
1/2 Page Horiz.	7.475" x 4.925"
1/3 Page Vert.	2.375" x 9.850"
1/3 Page Horiz.	4.923" x 4.835"
1/4 Page Ver.	2.372" x 7.298"
1/4 Page Horiz.	4.923" x 3.557"
1/6 Page Vert.	2.372" x 4.833"
1/6 Page Horiz.	4.923" x 2.372"



For more information, ad reservations, and file sharing information, please contact Kim Oplotnik, *Advertising Manager*, at (802) 985-4944, ext. #505, KimO@morganhorse.com *or* Leah Tarnacki, *Senior Magazine Associate*, at (802) 985-4944, ext. #506, Leah@morganhorse.com



THE MORGANHORSE
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2026 Media Guide (9/2026)

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