



FRIESIAN HORSE ASSOCIATION OF NORTH AMERICA

2023 ADVERTISING OPPORTUNITIES

The Friesian magazine is the oldest and most respected Friesian publication in North America. It's content is targeted to both buyers and sellers of the magnificent Friesian breed and is the most effective, economical tool to reach current and potential clients. Because The Friesian is available to the general public, your advertising reaches Friesian enthusiasts who may not yet be members of FHANA.

Advertising in The Friesian continues to remain the most effective method to reach the exclusive "Friesian Market". The Friesian's informational content makes it the oldest and most respected Friesian publication in North America. It targets both buyers and sellers of the magnificent Friesian breed and remains the most effective, economical tool to reach current and potential clients. And now with The Friesian being available to the general public, your advertising reaches Friesian enthusiasts who may not yet be members of the FHANA. Good luck and let us know what the FHANA might be able to do to make your business more successful.



FHANA'S REACH

2.5K+ MAGAZINE CIRCULATION

8K+ NEW WEBSITE USERS PER MONTH

10K+ CLASSIFIEDS USERS PER MONTH

35K+ SOCIAL MEDIA VIEWS PER MONTH

2023 THE FRIESIAN ADVERTISING RATES

Black and White Advertising	1 x Annually	2-3 x Annually	4 or More x Annually
Half Page	\$148.00	\$140.00	\$135.00
Quarter Page	\$93.00	\$90.00	\$85.00
Color Advertising	1 x Annually	2-3 x Annually	4 or More x Annually
Cover	\$1,200.00		
Inside Front Cover	\$600.00	\$550.00	\$520.00
Inside Back Cover	\$575.00	\$535.00	\$500.00
Back Cover	\$800.00	\$740.00	\$700.00
Full Page	\$500.00	\$460.00	\$430.00
Half Page	\$260.00	\$250.00	\$240.00
Quarter Page	\$150.00	\$140.00	\$135.00
Center Section	\$1000.00	\$900.00	\$800.00

The Friesian Magazine will be instituting frequency-advertising discounts for the 2023 calendar year. Advertisers will contract The Friesian Horse Association of North America for the advertising year to insure the discounts for the 2023 calendar year. This policy reflects the policies of magazine publishers throughout the print media world and encourages the development of advertising campaigns to better promote the advertiser's business.

This method of contract advertising will give our Editor and Publisher an excellent forecast of the space requirements for each issue well in advance of closing dates. Those interested in an advertising contract should contact FHANA to implement the contractual process.

For design file guidelines please visit our website at:
fhana.com/sales/advertise-with-fhana/

Advertising Guidelines:

What is Bleed:

This means the color of your ad will run off the sheet of printed paper before it is cropped to size in the magazine. You MUST have 1/4" of overhanging color all the way around, on each side of your ad. This means the page's finished size calls for 8.5 x 11", but your ad in Photoshop will actually be 9 x 11.5". Additionally, keep all text and important images well inside the finished 8.5 x 11" so that something is not cropped when the magazine is trimmed.

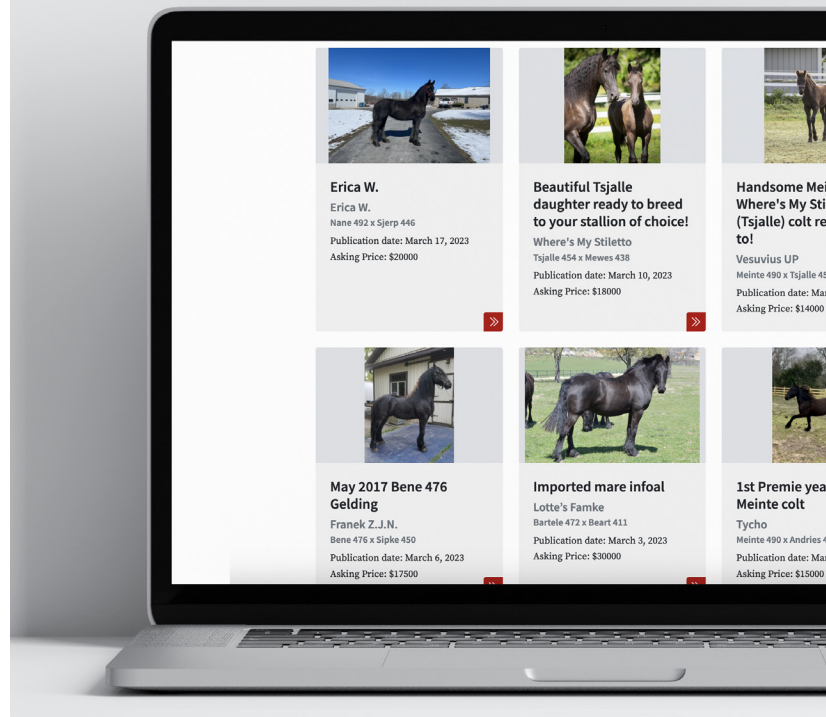
Acceptable image files: jpg, png, pdf, tiff, eps

Please do NOT send Microsoft Word image files.

CLASSIFIEDS

You must be a member and submit your classified information through your FHANA portal.

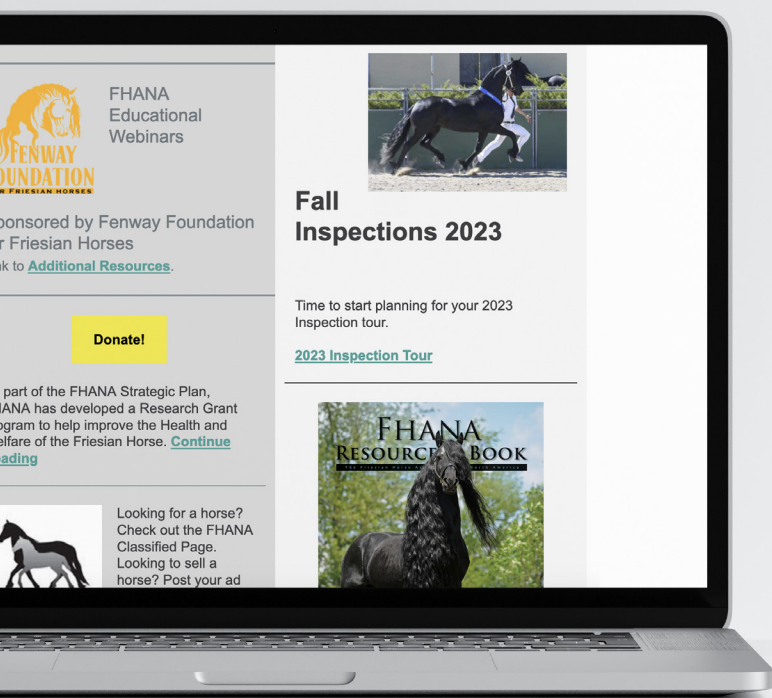
- \$35** Basic plus newsletter
- \$10** Add on-Executive Director featured in newsletter
- \$10** Add on-Allows a YouTube video to be included in the ad & newsletter
- \$10** Featured for one day on the FHANA Social Media pages.
10,000 Monthly classifieds viewers



ENEWSLETTER

eNewsletter ads must be submitted in jpeg files only.

- \$100** Ad ready block to be distributed with monthly eNewlsetter
Reservation deadline 25th of each month.
5,500 eNews subscribers



GRAPHIC DESIGN

Do you need help with your advertisement? At FHANA, the Friesian Horse Association of North America, we are more than just a passionate community of Friesian horse enthusiasts. We are proud to offer our expertise in graphic design tailored specifically for your Friesian horse needs. Our dedicated team of creative professionals has a deep understanding of the Friesian horse breed and its unique characteristics, ensuring your designs reflect the elegance and majesty of these magnificent animals. From promotional materials to stunning visuals, trust FHANA to bring your Friesian horse projects to life with captivating and personalized designs.

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