

FOR IMMEDIATE RELEASE  
February 8, 2018

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Be Part of the “Equestrian Media Posse!”

El Dorado Hills, CA. – Equestrian Media, be it magazine, trade publication, blog, membership based web service, podcast, radio program or television, is facing some real challenges. Gathering new subscribers/viewers/listeners and maintaining the current circulation base is a challenge! Without healthy numbers in circulation, the advertising dollars go away – and fast - and that is very bad for business. These challenges impact everyone. If we want to keep the printers rolling, the sound bites happening and the data flowing we need to reach the circulation base and in turn get the advertisers committed to “think long term” every month.

So we have to ask ourselves “Are we an active part of the Equestrian Media Posse?” Are we riding out to meet the circulation base face to face? Are we interacting with those we want to take notice of our publications and services? Are we really building relationships and developing long term subscribers? Are we focusing on the right demographic? Are we changing our approach, our content and our format to meet the needs of today’s circulation base? Do we really know what our circulation wants? In order to be truly successful in the years to come, the answer to all of these questions has to be “YES.”

If we think small, we will remain small and continue to see our circulation numbers and advertising revenues dwindle. However, if we pull on our boots, saddle up and get proactive with our use of feedback gathering, personal marketing and relationship building approaches, we can think big and become big in the minds of our circulation base and advertisers!

One of the most cost effect ways to think big (and get big results) is to be part of the various equestrian/rural lifestyles consumer expos like the **Western States Horse Expo**. These events get your banner in front of tens of thousands of potential subscribers who are looking for publications and programs that will help enhance their equestrian or rural lifestyle experience! For literally **pennies per impression** the Horse Expo can help to greatly increase circulation numbers. Your advertisers will see your efforts to increase subscribers which lead to more confidence in your organization (and more advertising dollars spent with you).

Did you know that the largest numbers of “horse people” who subscribe to publications, read blogs, enjoy podcast and utilize membership based web services reside in California? This is why the **Western States Horse Expo** is able to joyfully celebrate twenty years of bringing the equestrian and rural lifestyle enthusiast together with best publications, world class clinicians and innovative products/services together in one exciting event! The **Western States Horse Expo** is the perfect place to “join the Posse” and get in front of the tens of thousands of people who are looking for your publication! With annual Horse Expos happening in Pomona, CA. and Sacramento, CA. you can make a huge impact on your organization and gather feedback in what your circulation really wants to experience. Your **advertisers** will be at the Horse Expos too! This is a perfect time to make a real connection with the advertisers as well and develop that long term partnership that benefits you both!

Believing that actions have more impact than mere words alone, the **Western States Horse Expo** is saddling up and creating the **Equine Media Corral** at their Pomona and Sacramento expos. The Horse Expo team is offering an incredible opportunity for those involved in equestrian and rural lifestyle focused media, in any of its forms, to be part of the Equine Media Corral. Publishers and other media services can get an eight-by- (8' x 8') foot booth with electricity and WiFi for just **\$250.00**. Think about that for just a second. Your banner can be seen by *tens of thousands of potential subscribers* for a *fraction of a penny per impression*! You get real face to face interaction to speak about your publication or service and build new relationships! Nowhere else can you

impact your bottom line in so cost effective a manner. The *Western State Horse Expo* team can also help you get the “most bang for your Expo Buck” with a multitude of marketing ideas you can host at your booth!

You can sit on the fence and watch Posse members ride off to capture the circulation numbers or you can saddle up to be part of the Equestrian Media Posse and reap the rewards of action! The *Western States Horse Expo* in Pomona, California happens on March 9-11, 2018 and can be seen at [www.horseexpoevents.com](http://www.horseexpoevents.com). The *Western States Horse Expo* in Sacramento happens on June 8-10, 2018 and can be seen at [www.horseexpo.com](http://www.horseexpo.com). These are two unique events! While they do share demographic similarities less than 1% of the attendees go to both events. This means you can reach two completely different groups of attendees! It is an opportunity you do not want to miss.

To be a proactive part of the Posse simply drop us an email at [letters@horseexpo.com](mailto:letters@horseexpo.com). The team will get you mounted up! Come on out and ride with the Posse!

### **About Western States Horse Expo**

Presenting two of the best Horse Expositions in the United States, California's Western States Horse Expo in Pomona and Sacramento are a must-attend events for any “equine and rural lifestyle enthusiast” no matter what their level! In three short days Attendees can catch up on the latest training and education, shop the nation's premier equine vendors and connect with your horse friends. Attending the Western States Horse Expo is a low-cost, high quality way to stay engaged in the horse industry, making sure you have the tools, knowledge and products to help make the most of your investment (and enhancing your experience) in the equine and rural lifestyle year round! Celebrating its 29th Anniversary in 2018, these events will be celebrations that you will not want to miss!

Information on our 2018 Pomona event: <https://horseexpoevents.com/>

Information on our 2018 Sacramento event: <https://horseexpo.com/>

### **EQUESTRIAN MEDIA POSSE PACKAGE**

- One 8'x8' booth space.
- Free Electric.
- Free WiFi.
- Banner information in the Attendee Program.
- Entrance into the Exhibitors Social/ Meet-Greet on Thursday Night.

Investment: **\$250.00**