

## Educate your Advertiser

- 1) Make sure your advertiser/prospect receives a copy of your publication. This has probably been the number one reason Riding Magazine has had steady growth. We also attend as many horse shows and equine events as possible and make sure that our publications are hand delivered to as many readers and advertisers as possible. We send out comp copies to as many prospects as we can.
- 2) Hold Seminar - Accounting, Incorporation, Marketing, Advertising, Internet, Successful Entrepreneurs.
- 3) Share testimonials with your advertisers about other happy advertisers. Especially share testimonials with similar advertisers.
- 4) Cost per reader concept. Business card at \$50 to 35K readers = \$.001428  
At \$20 to 50 readers = \$.4
- 5) For small regional or discipline specific publications inform your advertiser/prospect that specialized publications offer them the perfect targeted audiences at low cost.
- 6) Power of Conviction - belief in products you are selling.
- 7) E-mail or highlight any of your stories that educate your advertiser/prospect that will help them with their business.
- 8) Readership data - reader survey
- 9) Inform your advertiser of upcoming events that they should attend to help them grow their business.
- 10) e-mail, post card, letter reminders of closing and editorial focus
- 11) Encourage your advertiser/prospect to recommend story ideas on riders or new products and services.
- 12) Media Kit cost/product revisions - Mail out to all in database
- 13) Remind your advertisers/prospects that they cannot have their name printed too many times. Just ask Pepsi!
- 14) Ad Effectiveness Data - Size, Color, Repetition, Placement
- 15) Create spec ads to help your advertiser/prospect see their business in your publication.
- 16) Ad preparation concepts - Reader direction, flow/stops, focus, action - Shout Customer & Whisper Advertiser.
- 17) Distribution and penetration of market - dotted maps Sponsorships in high profile locations
- 18) Call/visit tracking - how customer became aware of business
- 19) Space fillers - In-house ads

Cheryl Erpelding is founder of Riding's Publications Inc. Cheryl began publishing San Diego County Riding Magazine in December of 1986. By targeting combined training and dressage riders, she shot the cover photo of a horse going cross country at a new horse trials, sold the first four ads, wrote the story, designed the mast head, pasted up the 8 page black and white publication, and made her own printing plate negatives! It began as a 2,500 press run and has grown in to a \$1.2

million dollar state wide publication and also includes an annual statewide Horseman's Directory. Cheryl has developed a dedicated team that strives to create innovative ways to help out the California equestrian community by offering great publications and services to keep all of their readers and customers stay on top of the latest happenings in the California Horse Industry. Cheryl Erpelding - [www.ridingmagazine.com](http://www.ridingmagazine.com); [cahorse.com](http://cahorse.com); [ridingdesign.com](http://ridingdesign.com); [erpelding.com](http://erpelding.com) [cheryl@ridingmagazine.com](mailto:cheryl@ridingmagazine.com)

Dean Jacobson is the founder of the Virginia Horse Journal with his wife Darlene. The Journal began in 1995, after Dean retired from a career in Federal Law Enforcement and Darlene from a career as a Paralegal. Both are avid Foxhunters.

The first issue was 16 black & white 8"x 11" pages, stitched with 12 ads and editorial and was bi-monthly. The issue was prepared by paste-up and shot to film and plate with 1,500 copies. Today, the Journal averages 80 pages and offers four color.

The Virginia Horse Journal has become the most influential regional publication in Virginia. The issues are now monthly, in four color tabloid. The technical work flow is to send the files to our printer via ftp (file transfer protocol) and the issue is processed computer-to-plate with the printer doing all distribution. We produce a Virginia Horse Industry Directory listing over 2,500 equestrian businesses. The Internet site receives 100K hits monthly and is a vehicle for selling classified, photo classified, subscriptions, directories and providing current issue information as well as archives.

The Virginia Horse Journal has developed relationships with the significant equestrian groups in Virginia. Dean Jacobson is past president of the Virginia Horse Council, past member of the Virginia Horse Industry Board, serves on the Virginia Museum of the Horse Advisory Committee. Darlene Jacobson is the Chairperson of the Virginia Horse Industry Board, serves on the Virginia Equine Education Foundation and serves on the Virginia Museum of the Horse Advisory Committee. The Virginia Horse Journal is the official publication of the Virginia Quarter Horse Association, Virginia Pony Breeders Association, Virginia Dressage Association, Central Virginia Paint Horse Club, Shenandoah Blue Ridge Appaloosa Association, Old Dominion Morgan Horse Association and the Virginia Horse Industry Board.

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