

news from the home office

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president's message

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AMERICAN HORSE PUBLICATIONS *FOR THE RECORD*

SEPTEMBER 2009



AHP FOR THE RECORD SEPTEMBER 2009 ISSUE

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PRESIDENT'S MESSAGE AHP HORSE INDUSTRY SURVEY SET TO LAUNCH!

BY: KIM BROWN, PRESIDENT

At last year's board meeting in Lexington, Ky., we discussed one of the major resources at AHP—our vast reach into the horse industry. I proposed to the board we put that universe to work for us, and the industry, by conducting a survey of all the readers and users of AHP members' products. The board approved.

The caveats we wanted to put on the survey were:

- 1) An expert third-party person/group will be responsible for the survey and statistical analysis;
- 2) We find one or more sponsors to offset the cost of the survey; and
- 3) Publications and web sites do not have to release the names of their subscribers and users.

Dr. Jill Stowe of the University of Kentucky College of Agriculture, Department of Ag Economics (www.uky.edu/Ag/AgEcon/stowe.php), has been enlisted to facilitate the survey and analyze the statistics. Intervet/Schering-Plough Animal Health and Pfizer Animal Health have stepped up to sponsor the entire cost of the survey. And the survey will be conducted electronically to not only minimize cost, but to eliminate the need for publications to "share" their lists with anyone.

What this means is all AHP members—whether you are a magazine, newsletter, video producer, university, student, or corporate member—need to use all available means to encourage their audiences to go to the survey and fill it out. This means web sites, magazines, newsletters, Facebook, Twitter, video, or shouting it from the barn roof!

AHP members reach nearly 3 million horse owners. Even with overlap of our subscribers and users, I think it is possible to get a six-digit return on this survey (100,000 completed surveys, or more!).

The two most recent industry surveys from the American Horse Council and the National Animal Health Monitoring System (NAHMS) were very useful, but they didn't have the reach and scope that AHP members have. We touch everyone from the backyard horse owner, to the kid with a leased pony, to the owner or manager with hundreds of horses.

We are looking to get feedback from hands-on horse people. The survey will look at the basic demographics of horse owners, managers and lessees. It will ask how they use their horses, how they have fared in the recession, what they think the future holds, and what topics they think are important in the industry.

This information will not only benefit us as publishers, but it will also help focus the entire equine industry as we move forward into 2010 and beyond.

In October you will receive a press release (with a link to the survey) when the survey is up and ready to go. The survey will remain open until the end of the year. Any AHP members who participate (and sponsors) will be eligible to get the first release of information from the survey. After that the survey will be released to the general public.

I feel this survey will make a major impact on how people talk about the horse industry in the coming years. It will be a benchmark from which we can mark our progress.

I predict the AHP Survey sponsored by ISPAH and Pfizer will be quoted inside and outside the equine industry, in our own publications and in the general press.

One of the great things about AHP is our amazing unity around the animal we all love. Let's stand together and have AHP become a leader in our industry and a shining light beyond our borders.

If you have any questions or concerns, please feel free to contact me at

KBrown@TheHorse.com
859/276-6771.

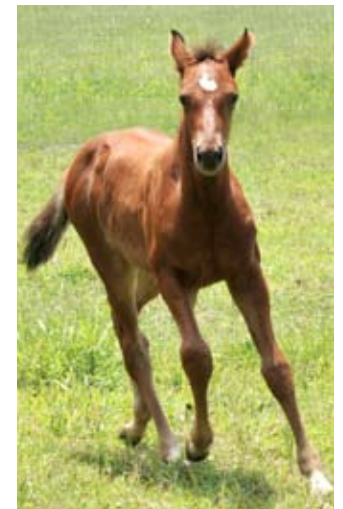


Photo Courtesy Jeremy Law

NEWS FROM THE HOME OFFICE WEB-BASED SUBSCRIPTIONS—AND POSSIBLY POSTAGE—ON THE RISE.

BY: JEREMY LAW, AHP EDITOR

MPA RELEASES NEW FINDINGS ON WEB-SOURCED MAGAZINE SUBSCRIPTIONS

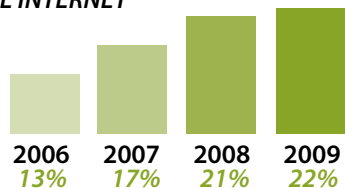
New York, NY (July 28, 2009)—A new analysis from Magazine Publishers of America (MPA) reveals that magazine subscriptions that originated from the Internet will represent 22% of new business sales among member titles in 2009. The percentage of web-sourced subscriptions has increased steadily since online results were compiled for 2006:



"Magazine publishers are smartly leveraging online marketing opportunities to expand their audience, grow readership and increase subscription revenues," said Nina Link, President and CEO of the MPA. "The web is becoming the number one source for direct-to-publisher subscriptions for member magazines."

The MPA conducted an online survey among member magazines in spring 2009 covering 2008 actual sales and forecasted sales for 2009. A survey conducted last year captured results for 2006 and 2007. Four-year trend statistics are taken from an analysis of publications that participated in both surveys.

YEAR % OF NEW SUBSCRIPTIONS THAT ORIGINATED FROM THE INTERNET



POSSIBLE POSTAL INCREASES AND AN END TO SATURDAY DELIVERY?

PUBLISHING EXECUTIVE

Publishing industry veteran and former *Newsweek* finishing and distribution director, Jack Widener, weighed in on a number of USPS-related topics in a recent interview with *Publishing Executive* magazine.

The interview highlights?

Widener acknowledged the uncertainty in predicting whether the USPS will increase rates for 2010, but recommended that publishers take a moderate approach and budget for a 4 percent increase.

Additionally, Widener believes that Saturday delivery is something the USPS may likely cut, pending validation of the predicted savings. If the change were implemented, it would not likely occur before late 2010 or early 2011. The measure would require approval by Congress and Widener anticipates strong opposition.

To read the entire interview visit www.pubexec.com/article/magazine-publishing-usps-postal-rates-postal-rate-increase-jack-widener-saturday-delivery-411424_2.html.

Or visit pubexec.com and search for "Widener postal increase."



OTHER SIGNIFICANT FINDINGS INCLUDE:

- The Internet will represent 14% of total subscription sales (new and renewal) in 2009, up from 7% in 2006.
- Magazine-branded websites are the leading source of Internet subscriptions, representing 45% of sales.
- Other leading Internet sources include email, cross selling, upsells, offline-to-online marketing, and third-party partnerships and affiliates.
- Search engine marketing represents a smaller source of subscriptions but growing rapidly.
- Subscriptions from Amazon.com are forecasted to increase 35% in 2009.

ABOUT THE COVER



This month's cover photograph was taken by Carien Schippers, whose beautiful submission placed in the 2009 AHP Photography Contest, Newsletter Category.

Carien has over 30 years experience photographing horses, equine events and farms. Her work includes supplying

her vast stock photography site, special book and magazine assignments, editorial, calendars, catalogs, portraits, and fine art. Carien has an AAS degree from SUNY Cobleskill in Animal Husbandry and a two year certificate from the New England School of Photography. Visit Carien and her work at www.horsedrivephotos.com and www.imagequine.com

COUNTING DOWN TO GRADUATION

BY: ERICA LARSON, AHP 2009 STUDENT AWARD WINNER



Erica, galloping toward the finish line

Greetings from Michigan State University! After three and a half long years, the final semester of my journey through college is upon me and I am just four short months away from entering the field of equine journalism full time!

The first few weeks of the semester have gone smoothly and all my classes are going well. I was lucky enough to work my schedule out to have Fridays off from school and have no class until 6:00 pm on Tuesdays and Thursdays. This gives me more time to ride my horses and, of course, work on my freelance journalism assignments.

The next few weeks will be busy! I've two tests and a few papers due soon. I'm also working on an exciting article for *Warmbloods Today* and a few other articles.

Students, keep looking for freelance opportunities, keep writing, and study hard! You never know when you'll find your future employers!

AHP NEWS

40TH ANNIVERSARY LOGO REVEALED



In 2010, American Horse Publications will celebrate its 40th anniversary.

The association was born in 1970 when editors and publishers of half a dozen publications met at an informal meeting in Lexington, Kentucky. They discussed a new idea advanced by Arnold Kirkpatrick, who at the time was editor of *The Thoroughbred Record*. "Kirkpatrick envisioned an organization of horse publications, an idea that raised eyebrows in some circles and fists in others," wrote 1977-1983 Executive Director Tony Chamblin in the AHP Membership Directory in 1989. "Horse groups didn't see eye to eye on many matters in those days and any thought of Quarter Horses, of Harness and Thoroughbred types getting together was considered by many to be a bit radical."

From its start when the hope was that publications could work together for the common good, the association has grown to represent a diverse group of publications, professionals, businesses and students all working together to promote better understanding and communication among all facets of the equine publishing industry.

From the beginning, the founding members realized a need for American Horse Publications. What is amazing is that as the needs in equine publishing changed over the past 40 years, the association embraced those changes to match the needs of its members. What have not changed are the camaraderie, the lifelong friendships, and the support and encouragement freely given.

AHP continues to face the challenges in technology and economy armed with the wisdom of its past and surrounded by an ever-growing circle of support and friendship. It is fitting that AHP returns to Lexington, Kentucky to celebrate its 40th anniversary and we hope that many of you will join us on June 17-19, 2010.

Barrie Reighter, Publisher of *Mid-Atlantic Thoroughbred*, has designed two logos for 2010, one to celebrate AHP's 40th anniversary and one for the 40th Anniversary Seminar in Lexington. In revealing the 40th logo, let's take a look at the past anniversary logos that highlighted landmarks in AHP history.



REVISIT NEW ORLEANS WITH THE ONLINE PHOTO GALLERY



Photo Courtesy Christy West

The Free Rein in The Big Easy Seminar in New Orleans is now part of AHP history, but for those who attended and those who missed it, the AHP Photo Gallery can remind us of the great times we had in 2009. Photographs included in the AHP Photo Gallery were submitted by Daniel K. Lew, Diana De Rosa, Equine Resources International, Christy West and Diane Rice.

To access the 2009 AHP Seminar photos from New Orleans, go to http://www.americanhorsepubs.org/album/2009_seminar/index.html

NEW AHP CAREER BROCHURE AVAILABLE ONLINE

Last year, AHP members participated in a survey on career trends in equine publishing. The feedback from that survey was the basis for a brochure to promote membership and involvement in AHP programs to students interested in careers in equine publishing.

The task of developing the AHP career brochure was managed by Becki Pitcher of Equine Resources International. Her committee included Summer Best of Florida Equine Publications, Jennifer Denison of *Western Horseman*. Christine Hamilton of *The American Quarter Horse Journal*.

The committee reviewed the survey results and wrote the text for the brochure. Its design was generously donated by AQHA publications staff. Affiliate member and illustrator, Jean Abernethy, provided the illustrations. Printed copies of the full color brochure will be distributed at the AHP booth at Equine Affaire in Massachusetts, Ohio and California.

The entire project from start to finish has emphasized why a career in horses and media is so unique and rewarding. Its mission is to show students who love horses that a career in equine media is an opportunity to combine their passion with their work.

"Horses + Media = The Coolest Careers in the World" is now available online at the AHP website and will be sent to colleges to spread the word about American Horse Publications and careers in the equine publishing. To access the online edition, go to: www.americanhorsepubs.org/career_center/brochure.asp



Illustration Courtesy Jean Abernethy

WHY YOU SHOULD SIGN UP TO PARTICIPATE IN THE AHP NEWSSTAND



Photo Courtesy Susan DiPietro

- The AHP Newsstand booth provides members with a cost effective way to exhibit at national and regional equine events. When budgets are tight, use your money more effectively by spending your time at the event networking and allow AHP to distribute your publications or promotional material.
- Valuable subscriber or contact leads are generated from the free drawings for a one-year subscription that are held during each event.
- The AHP Newsstand provides you with a way to reach thousands of horse people with a sample of your publication or promotional material.

Upcoming Scheduled Events

- **Equine Affaire**, November 12-15, 2009—Eastern States Expo, W. Springfield, MA
- **Equine Affaire**, February 4-7, 2010—Fairplex, Pomona, CA
- **Equine Affaire**, April 8-11, 2010—Ohio Expo Center, Columbus, OH
- **Equine Affaire**, November 2010—Eastern States Expo, W. Springfield, MA

Participating Fees

- **Publication Member Fee:** \$300 (300 Copies)
- **Publication Member Circulation Under 5,000 Fee:** \$150 (150 Copies)
- **Affiliate Member Fee:** \$150 (300 Copies)
- **Corporate Member Fee:** \$300 (300 Copies)
- **Non-Profit Corporate Member Fee:** \$150 (150 Copies)

For further information, contact the AHP office at (386) 760-7743 or e-mail ahorsepubs@aol.com. Trade Show Participation Forms for 2009 and 2010 are available online at www.americanhorsepubs.org/programs/trade_show/index.asp

WHAT DID WE LEARN FROM ONLINE SEMINAR SURVEY?

Recently, AHP conducted an online member survey to determine an updated business model for AHP seminars based on economics, location and member expectations. The success of an AHP seminar is based on a delicate balance of revenue and expenses that keep registration fees and travel costs affordable as well as provide an educational experience for members. Revenue comes from registration fees and sponsorships. Expenses include meeting space rental, food and beverage costs and program expenses (speakers, audio visual, etc.) The 119 participants in this survey let us know what is important to members when making the decision to attend the annual seminar.

Here are the highlights from the results of the online seminar survey:

- Topics drive attendance with networking opportunities the next important reason to attend. And then there is the 22% who wouldn't miss it.
- The economic downturn caused the decrease in NOLA attendance with budget cuts and travel costs cited as the most important reasons they didn't attend. Conflict with a personal event was a surprising 17.9%.
- The good news is that 92.5% responded yes or maybe to attending the 2010 seminar in Lexington. Their final decision will depend on 30% program, 29% networking opportunities, and 21% cost to attend.
- More good news, 97.4% want to attend the seminar. Restaurants and nightlife are important to over 50%. 30% aren't interested in restaurants, nightlife, shopping, museums or attractions.
- In planning seminars, hotels must have internet access and airport shuttle availability, complimentary will be a plus.
- A horse environment location was a surprising lead. Obviously, a horse group wants access to horses, but 56% was a significant lead over downtown and resort areas. And then 35.3% are happy anywhere we meet.

Why Lexington will work...

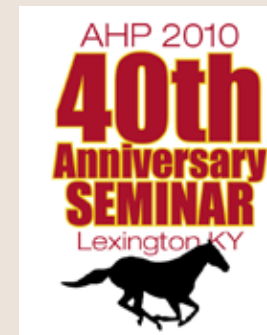
- Affordable room rates
- Complimentary airport shuttle
- Internet access
- Horse environment
- Near restaurants and nightlife

How about future seminars...

- Cost to attend will be the most important factor in deciding NOT to attend a seminar.
- Destinations are widely spread across the US with the West Coast and East Coast being the most popular.
- June continues to win out as the best month with 27.6% and when added to 24.1% who feel it doesn't matter represent 51.7%.
- The majority prefer the Thursday/Friday/Saturday pattern.
- 69% like having a three-day seminar with a pre-seminar activity.
- 74.1% would be willing to pay for a pre-workshop



SAVE THE DATE



2010 AHP 40th Anniversary Seminar

June 17 - 19, 2010

Lexington Downtown Hotel & Conference Center
Lexington, Kentucky

World Equestrian Games

September 25 - October 10, 2010

Kentucky Horse Park
Lexington, Kentucky

Tickets on sale at www.alltechfeigames.com, www.ticketmaster.com/2010-Alltech-FEI-World-Equestrian-Games-tickets-Lexington/venue/180853 and at all Ticketmaster outlets.

Media Credentialing

To register to receive credentialing application information, please log on to www.feigames2010.org/mediaregister.aspx

Official Housing Bureau of the 2010 Alltech FEI World Equestrian Games

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Uses freelance writers and photographers

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Wound, skin, hoof and grooming treatments

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Kauffman's is a manufacturer of equine feed supplements serving Mackinnon Ice Horse makes three types of products: cold/heat therapy wraps, continuous water flow cold/heat therapy machines and whole-horse cooling machines. Our products are used to treat and prevent injuries, reduce inflammation, shorten recovery time and lower body temperature after exercise.

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Diane Rice's lifelong passion for horses led her to a position with *Appaloosa Journal* in 1997, where she served as editor from 2004 until July 2009. She also served on AHP's board of directors. She presently freelances in writing and editing, and recently launched *DianeRicePhotos.com*. Her photography includes equine, portrait and regional fine art. Diane earned a bachelor's degree in agricultural journalism from the University of Wisconsin, with a minor concentration in animal science. In her spare time, she enjoys exercise, gardening, reading, home improvement projects and spending time with her daughters, grandchildren and pets. She's also active in her church's women's auxiliary.

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Tracy graduated with a BFA, University of Kansas, in graphic design and foreign language minors. From 1994 to 2009, she worked with the Arabian Horse Association in a variety of positions including graphic design, publisher, ad sales manager, sponsorship and merchandise development to name a few. She has also worked with many other equine industry businesses, organizations, trainers, breeders and farms. Her full scope of services offered to local, national and international non-equine small businesses.

TECH TIPS OPEN THE BOX

BY: JEREMY LAW, AHP EDITOR

I've met a few people who can live without music. The rest of us are simply at the mercy of our addiction. For example, I have weeks' worth of music on my computer, several digital music players and gadgets that enable them to connect to the stereos in our car and truck. I'm still working to digitize the hundreds of compact discs we have, though this ranks well behind the horses, house, lawn and everything else on the to-do list.

Despite my wide selection of music, sometimes I need a new song to break the routine. That's when I call on Pandora.

Pandora internet radio is a free, easy-to-use web-based service that streams quality music of your choosing to your computer or mobile device. You can register online for your free account and start listening immediately.

All you need to do is type in the name of your favorite artist or song and Pandora will create a "station" that plays similar artists or songs.

Typing in "Dave Brubeck" creates a "Dave Brubeck station" and starts the familiar hit, "Take Five," which is followed by a stream of similarly structured songs by Bill Evans, Oscar Peterson and Stan Getz, among others.

For each song that plays, Pandora provides complete band, album and song information, with links to order the album or to buy and download the album digitally.

As with most free services and software, there are advertisements, though they're not particularly intrusive. And if you can't handle the ads, you can pay \$36 per year to listen to unlimited hours of ad-free music.

Pandora will only give you 40 free hours of music each month. If you reach this limit (which only about 10 percent of Pandora listeners do) just pay 99 cents to finish the month with unlimited music. This option still includes advertising.

And your internet music doesn't need to keep you tethered to your computer; for those who use a Blackberry, iPhone, Palm Pre or Windows Mobile; Pandora can stream directly to your mobile device.

Open the box at www.pandora.com

