

Making the most of the AHP Newsstand Program

The AHP Newsstand booth is a co-operative program that provides members with a cost effective way to exhibit at national and regional equine events. Here are some tips to increase the benefits of this program.

Qualified leads

Valuable subscriber or contact leads are generated from the free drawings for a one-year subscription that are held during each event. Names and addresses are crosschecked for duplicates and then sent to you on labels or via e-mail based on your request.

You also receive the original entry forms by mail on which your publication was checked. Remember, that the majority of entries are from people who are magazine readers and often subscribe to several publications. Just because we ask them to choose the one publication they would like to win, doesn't mean that they are not interested in others.

TIPS

- **Use the entire list of names to target a mail piece to the show's attendees or add these names to your prospect database.**
- **Send a special promotion to the names that selected your publication as their number one choice to receive a subscription. They have already received a sample issue, so send them a premium as a Thank You for their interest with an invitation to subscribe. You can sort on the Code listed in the database or use the original entry forms to create this mailing list.**

Market exposure

The AHP Newsstand provides you with a way to reach thousands of horse people with a sample of your publication or promotional material. Many visitors are thrilled to see a publication that is new to them or that they have only seen on the Internet, but have never had an opportunity to see first hand. People really appreciate this service.

In addition, your publication or promotional material is available to hundreds of event exhibitors who may be prospective advertisers or clients.

TIPS

- **Make sure that your publication includes a subscription card insert or create a special one that can be inserted into the show issues.**
- **Added distribution at a large equine event is a great bonus for your current advertisers, so make sure they know about it.**

Frequently Asked Questions

How many copies of my publication can be distributed at the AHP Newsstand booth?

All participants may send a maximum of 300 copies due to limited storage space. Publication Members with a circulation under 5,000 and Nonprofit Corporate members are offered the option to participate in the program by choosing to send 150 copies for half price. Affiliate and Corporate Members may also participate in this program and have an opportunity to distribute up to 300 copies of one promotional piece advertising their product or service. No sales or orders are taken at the booth.

Are magazines sold at the AHP Newsstand booth?

No, all publications and materials are distributed at no charge. Free distribution allows members who contract their own space at these events to use the AHP booth as a second point of distribution and members with a free publication to participate.

Why doesn't AHP exhibit at more events?

In over 16 years of exhibiting at major equine events around the nation, the success of the AHP Newsstand depends on meeting several important criteria. First, attendance at the event must reach a certain level to be considered; second, member participation must meet requirements to make exhibiting cost effective, and third, staffing the booth depends on availability of AHP management. Participation fees are set to achieve the goal of the Trade Show Program to pay for itself.

Questions

Please contact the AHP office at (386) 760-7743 or e-mail ahorsepubs@aol.com.