

Driving Digest



Welcome to *Driving Digest*, the only independent magazine in North America devoted to carriage driving. It is published bi-monthly and is mailed to readers throughout North America as well as Europe and Australia.

At *Driving Digest*, our goal is to provide informative and educational content for anyone interested in driving any kind of equine – miniature horses, ponies, donkeys, mules, light horses, heavy horses and even the occasional zebra! All breeds are represented as well. Our readers range from the backyard driver to those who aspire to compete internationally and even World Champions. Readers from all over the country tell us “*Driving Digest* is my favorite driving magazine!”

Information from a recent reader survey:

- 63.5 is the average age of *Driving Digest* readers.
- 5 is the average number of carriages owned.
- 5 ½ is the average number of horses/ponies owned.
- 48 is the number of different breeds owned and driven.
- The number of competitors and recreational drivers is equal.
- A third more readers used a trainer than did not.
- Recreational driving is the most popular activity, followed by combined driving, pleasure driving and participating in local activities.
- The Internet is not important to many of our readers, so they find what they need in print publications such as *Driving Digest*.

Drivers rely on *Driving Digest* to find everything they need to enjoy driving. We also know that carriage drivers keep their copies of *Driving Digest* and share them with others so you get more ‘bang’ for your advertising buck.

In 2014 and 2015, *Driving Digest* was recognized for **General Excellence** in the American Horse Publications Competition. In 2014, it was named **Best Overall Publication** by the AHP, topping such well-known publications as *Equus* and *Western Horseman*. We are very proud of this achievement.



Editorial content includes:

- Training Techniques and Instructional Articles
- Competition reports (from club events to World Championships)
- News from around the globe
- Features on important and interesting drivers
- Carriages and Turnout
- Driving Breeds
- Commentary from notable people in the driving community



It's a good time to be a part of Driving Digest! Let us know how we can help.

DrivingDigest

Rate Card

Driving Digest is the only independent magazine in the United States devoted to carriage driving. Published bi-monthly, it is mailed to readers throughout North America, Europe and Australia.

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DISPLAY ADVERTISING

Customers using frequency discount must have signed contract and will be billed following publication of each ad. First and one-time customers may be required to prepay.

A banner ad on the website will be included for full and half page contract advertisers. All advertisers will be listed on the advertisers' page with links to their websites or email.

BLACK & WHITE

Size	1X	3X	6X
Full page	\$475	\$450	\$425
1/2 page	\$300	\$275	\$250
1/3 page	\$250	\$225	\$200
1/4 page	\$200	\$175	\$150
1/6 page	\$175	\$150	\$125
Directory	\$240 year		
Trainer/Instructor	\$300 year		

COLOR

Full page	\$650	\$625	\$600
1/2 page	\$550	\$525	\$500
1/3 page	\$450	\$425	\$400
1/4 page	\$350	\$325	\$300
Inside Front Cover	\$750	\$675	\$650
Inside Back Cover	\$700	\$625	\$600
Back Cover	\$800	\$750	\$700

SPECIAL RATE ADS

These rates apply only for horse show or "appreciation" ads. Price is per issue only – no frequency discounts.

Size	Black & White	Color
Full page	\$400	\$550
1/2 page	\$250	\$450
1/4 page	\$175	\$300

DIRECTORY ADS

Ads must run in six consecutive issues, no copy changes. No discounts apply. \$240 for six issues, billed after first insertion.

TRAINER ADS

Ad must be for trainer, instructor, clinician or coach. Must run in six consecutive issues, no copy changes. No discounts apply. \$300 for six issues, billed after first insertion.

CLASSIFIED ADVERTISING

Payment must accompany written order. Rate is \$15 for 20 words or fewer. Additional words are \$1.00 each. Abbreviations count as a word. Add \$1.00 for tear sheet; \$5.00 for issue. There is a 10% discount offer for ads running 6 times without changes. The publisher is not responsible for errors due to illegible copy.

Classified ad (20 words or less): \$15

Classified ad with black/white photo: \$35

Classified ad with color photo: \$100

ADVERTISING DEADLINES

January/February	December 1
March/April	February 1
May/June	April 1
July/August	June 1
September/October	August 1
November/December	October 1

SUBSCRIPTIONS

Single issue \$6.95 plus \$3 shipping. All payments in US\$ only

Mailed to:	1 year	2 years
US addresses	\$30	\$50
US with First Class postage	\$42	\$75
Canada	\$42	\$68
Other Countries	\$50	\$82

Contact

Ann Pringle
annpringle54@gmail.com
Phone: 910.691.7735

Driving Digest

(Mailing address)
P O Box 120
Southern Pines, NC 28388

Driving Digest

(Delivery address)
567 Yadkin Rd.
Southern Pines, NC 28387

www.drivingdigest.com

Rate card effective February 1, 2018

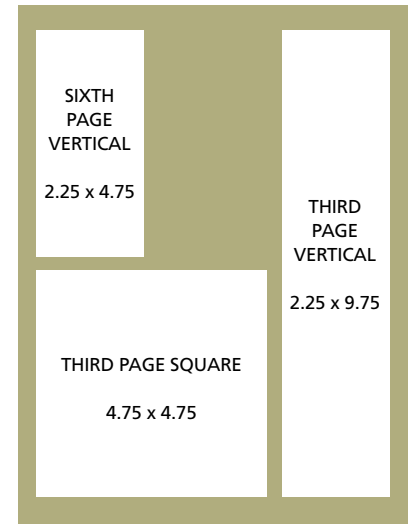
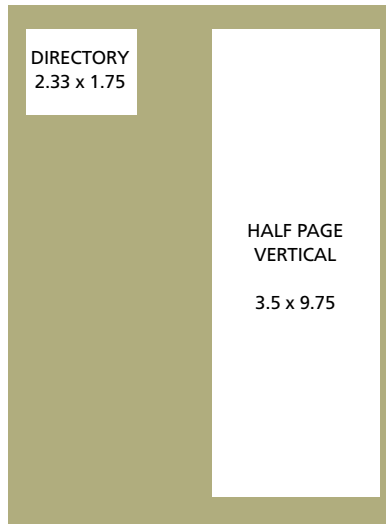
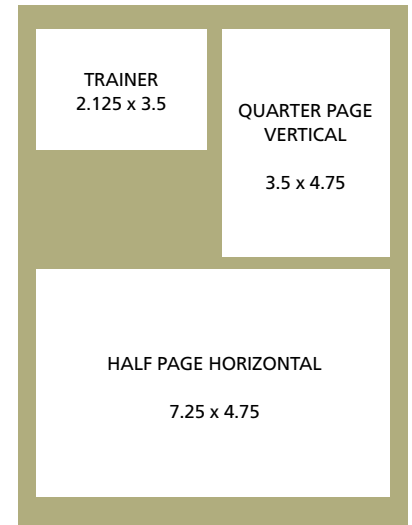
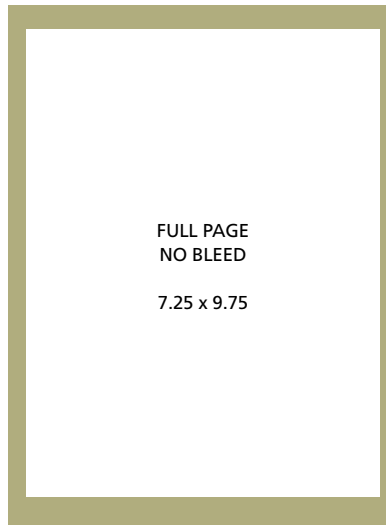
DrivingDigest

AD SIZES	width x height (inches)
Trim size	8.125 x 10.875
Safe area	7.25 x 9.75
Full page with bleed	8.375 x 11.125
Full page no bleed	7.25 x 9.75
Half page horizontal	7.25 x 4.75
Half page vertical	3.5 x 9.75
Third page square	4.75 x 4.75
Third page vertical	2.25 x 9.75
Quarter page vertical	3.5 x 4.75
Sixth page vertical	2.25 x 4.75
Directory	2.33 x 1.5
Trainer directory	2.25 x 3

FILE SPECIFICATIONS

Digital files for all ad/artwork submissions. We accept PDF, TIFF and EPS formats and native files from Adobe InDesign, Adobe Illustrator and Adobe Photoshop. Provide all fonts, images and any supporting/linked files with job.

- Resolution 300 dpi at 100% of size to be printed.
- Bleeds (full pages only) must exceed page dimensions by 0.125 inch on each side. No text may appear outside the safe area.
- Do NOT submit images from websites – the resolution is too low for acceptable printing.
- Advertisements requiring alteration are subject to charge of \$50/hr with a minimum of one half-hour.
- Ad creation service available. Contact office.



ADDITIONAL INFORMATION

1. Payment must be made in U.S. funds. Foreign bank drafts must be payable to a U.S. bank in U.S. dollars. \$35 service charge for return of an unpaid check. Late payment subject to interest charges at publisher's current rate. Rates and policies subject to change without notice. Refunds, cancellation fees, prorated orders are determined solely at the discretion of the publisher. The publisher reserves the right to refuse any order for any reason.
2. Placement of an advertisement in *Driving Digest* constitutes an agreement by the advertiser/agent to accept the conditions and terms determined by and at the discretion of the publisher. An agent, in placing an advertising order, accepts responsibility for payment of said advertisement.
3. By placing an advertisement in *Driving Digest*, the advertiser and his agent(s) agree to assume all responsibility for securing any and all permissions necessary to use names, images, logos, trademarks, photographs, testimonials, products, services, and any other content in said advertisement; and the advertiser and his agent(s) further agree to defend and hold harmless the publisher and any person associated with *Driving Digest* from any complaint or suit arising from said advertisement.
4. In submitting/ordering advertising of any kind for publication, the advertiser and/or his agent agrees to assume any and all liability for and relieve the publisher from all claims and suits arising from publication of said advertising. The advertiser and/or his agent further warrant that, whenever applicable, written permission has been obtained from

all persons necessary for legal and lawful use of photographs or other images, artwork, or other relevant materials in advertising copy.

5. Please submit advertising orders and copy in writing. The publisher is not responsible for errors due to illegible copy. The publisher is not responsible for minor variations in color reproduction. The publisher does not assume liability for errors in or omission from the index of advertisers. The publisher's maximum liability for any error in an advertisement shall be the cost of the space occupied by the advertisement. The publisher must be notified of errors in ads within 10 days after publication. The publisher is not liable for delays in delivery due to any cause beyond the control of the publisher.

All advertising which, in the judgment of the publisher, resembles editorial material must include the label "advertisement." Acceptance/publication of an advertisement is not an endorsement or guarantee of the advertiser, or of products or services, by the publisher or any person associated with *Driving Digest*.

6. Requests for ad position are subject to space available. Frequency discounts are based on same size ad in consecutive issues. For repeat ads, if copy changes are not received by four weeks after previous issue, same ad copy will be repeated.

7. Tear sheets will accompany invoices for proof of publication. Contracts not fulfilled will be prorated retroactive to beginning of contract. Cancellations must be submitted in writing. Ads canceled after insertion are subject to cancellation fee at current rate.

DrivingDigest

Advertisement Agreement

Date: _____

Company /
Organization: _____

Contact Name: _____

Phone: _____

Email: _____

Billing Address: _____

City, State, Zip: _____

Please check correct boxes indicating color, size, placement and frequency of your ad:

Color B/W 1x 3x 6x

Size

Full

Half

Third

Quarter

Sixth (b/w)

Directory (6x)

Trainer (6x)

Classified

Full page color
special placement

Back cover

Inside front cover

Inside back cover

Is this a Show or Appreciation ad? No

Beginning issue (month / year): _____

through issue: _____

I agree to the terms as shown on the Driving Digest Rate Card and this form.

Signature: _____

Classified Ad (20 words/\$15): _____

Contact

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