

The Rocky Mountain Horse association is proud to Announce...

Horse Illustrated will be featuring the **Rocky Mountain Horse** in the August 2021 “Trail Issue”. There will be a 3 – 4 page breed profile with photos, history, and characteristics. The publication reaches over 200,000 horse owners in a variety of platforms – print, digital, social media and newsletter subscribers. The magazine is available nationwide from July 20 to August 20, 2021.

Since ***Horse Illustrated's*** readership population participates 82% in *trail riding* and 67% *horse showing*, it is an ideal target population for the RMHA. In order to best exemplify the Rocky as “The Horse of all Occasions”, ***Horse Illustrated*** will be including pictures. If you would like to include photos of “What you do with your Rocky”, send your photographs to **hirmhassociation@gmail.com**. These photos should be high resolution (300dpi), with minimal background noise and no watermarks or logos. No financial payments will be made for the use of your photo however, photographic credit will be given. To have your photos considered for inclusion, please send to **hirmhassociation@gmail.com** no later than June 1, 2021.

Separate from – and in addition to – the ***Horse Illustrated*** article, the RMHA will have a **“A Rocky Near You”** page immediately following the article which will be designated as a listing by state for Rocky breeders, farms or professionals. For the low price of \$50, there is an opportunity to promote your business in a nationally-circulated magazine with a “text only” 3 or 4 line ad. If existing participants of the RMHA Breeders, Equine Services, Trainers & Sales (B.E.S.T.) directory purchase this ad they will be highlighted with a link to the website directory. (Now is a good time to become a new B.E.S.T. Directory addition.) To participate in the Horse Illustrated advertisement, please complete the information below and return via email to **hirmhassociation@gmail.com** **by June 1, 2021.**

FARM NAME: _____

Website: _____

Contact Information: _____

State: _____ Phone No.: _____

For **Payment** call the **RMHA office at (859)644-5244 directly.**

If you have any questions or you are interested in including your ad, please email **hirmhassociation@gmail.com** **no later than June 1.** We are truly excited for the inclusion into ***Horse Illustrated*** and look forward to sharing the Rocky Mountain Horse!