FAQs

**How many issues will be published in 2019?**

“The PHJ will publish 6 issues in a bi-monthly format in 2019.”

**Why the frequency change?**

“It was determined this change would better suit the needs of our members, giving advertisers a longer-lasting platform in which to advertise their horses in a more affordable platform offset against other industry publications, while also allowing staff to produce additional valuable content in the remaining issues for our readers.”

**What’s the schedule?**

“The PHJ will produce a Jan/Feb, Mar/Apr, May/June, July/Aug, Sept/Oct, and Nov/Dec issue in 2019. We will be emailing digital copies of the issues to PHJ subscribers in the beginning of the first cover month (January for the Jan/Feb issue); physical copies of each issue will generally mail to customers in the last week of the first cover month (exception: Sept/Oct issue will mail to customers first week of Sept to ensure it arrives in advance of the World Show).”

**What additional content?**

“In addition to a fresh new look on the cover that reflects the APHA brand, each issue of the PHJ includes additional editorial content, including more feature articles, a new Know & Go column and a new breeder spotlight column, alongside the features and columns you already know. We’ll also be focusing on providing additional web-based content via apha.com and our social media pages.”

**I paid for a full year!**

“And you’re getting a full year — the PHJ subscriptions have always been sold on a annual basis, not a set number of issues.”

*\*\*For upset customers:*

“To help ease the transition, we can offer you our exclusive VIP subscription rates on your future PHJ renewal: 1 year for $25 or 3 years for $70.”

*Take their name, member ID, etc. We can mail them a “gift certificate” good for the VIP rate on a future PHJ subscription. We will not modify an existing or new subscription, however—they have to extend/renew to get that rate.*