

STAND OUT IN 2024

OFFICIAL PUBLICATION OF MULE ALLEY AT THE FORT WORTH STOCKYARDS

CHROME™



BE A PART OF THIS INDUSTRY-LEADING
AWARD-WINNING MAGAZINE
OFFICIAL PUBLICATION OF MULE ALLEY AT THE



AMERICAN PAINT HORSE ASSOCIATION

apha.com/chromemediakit

{THE FACTS}

Editorial Misson

The word “chrome” is commonly used to describe the flashy white markings that make a Paint Horse stand out over any other breed. No two Paint Horses are alike, and neither are the people who love them. It’s this uniqueness—this common thread of passion for Paint Horses—that is the foundation of *Chrome*, an elite equestrian magazine:

- Circulation of approximately 40,000 with 120,000 readers places *Chrome* in the top five of equestrian lifestyle magazines.
- Printed with a trim-size of 10"x12" on high-quality paper stock, this coffee-table magazine stands apart.
- Its large-format contemporary design with stunning photography and insightful stories encourages readers to keep picking it up time and time again, promising a longer shelf life.



Demographic Profile

Chrome delivers the most sought-after demographics in publishing which include active, affluent, educated professionals.

- 68% female
- Average age of 45
- 62% married
- 20% own business
- 45% manager, owner or executive
- 65% some college, college graduate or post graduate
- \$97,500 average household income
- \$5.85 billion in total annual household income



Reader Profile

Country Dwellers

- 63% live in rural area
- Own, on average, 118 acres
- 70% own barn/stable
- 55% own pasture
- Own, on average, 11 cattle, 3 dogs & 3 cats

Horse Ownership

- Own, on average, 8 horses
- 69% own Paints for "stand-out" factor
- 33% compete
- 29% recreationally ride
- \$145,000 annual horse-related expenditures, on average
- 63% ride 2-7 times a week
- 86% prefer Western-style riding

Discerning Consumers

- 70% think brand makes a difference
- 70% compare prices
- 61% prefer quality over price

Prefer Western Fashion

- Own 6 pairs of boots, on average
- Own 4 cowboy hats, on average
- Own 13 pairs of jeans, on average

Active Lifestyle

- 39% camp
- 34% fish
- 32% sightsee
- 24% hunt
- 21% boat





2024 Editorial Highlights

Spring 2024

- **Feature:** Maria Cecilia Fiorucci & Elementa
- **Colorful Character:** John Harrison
- **Keepin' It Fresh** with Kalley Krickeberg
- **To the Dogs** with Hilton Butler
- **In Design:** Hyer Boot Co.
- **Discover:** Cowgirl Artists of America's Megan Wimberley
- **Rural Life:** Upcycled Tack
- **Wanderlust:** Sprucedale Ranch Horse Drive
- **No Fences**
- **In Style**

Fall 2024

- **Feature:** Fallon Taylor
- **Colorful Character:** Melanie Smith, Solo Select
- **Keepin' It Fresh** with Kalley Krickeberg
- **To the Dogs** with Hilton Butler
- **At Heart:** HorseChi Equine
- **Discover:** Muirneen Equestrian
- **The Rural Life:** Chuckwagon Cooking
- **Have Horse, Will Travel:** Ranch Rodeos
- **No Fences**
- **In Style**

Winter 2024

- **Feature:** Fashion Spotlight
- **Colorful Character:** James Tan
- **Keepin' It Fresh** with Kalley Krickeberg
- **To the Dogs** with Hilton Butler
- **In Design:** Vintage Cowgirl Cases
- **Discover:** Welder John Lopez
- **The Rural Life:** Art Wall Creation
- **Wanderlust:** The Preserve Sporting Club
- **No Fences**
- **In Style**

Chrome Magazine Deadlines and Discounts

2024 Closing Dates

Issue	Materials	Delivery
Spring	March 1	April 13
Fall	July 5	Aug. 19
Winter	Oct. 3	Nov. 13

Multi-Publication Discount

Advertisers running in both APHA publications (*Chrome* and *Paint Horse Journal*) receive 10% discount off the earned frequency rate for each publication.

Chrome is published three times per year in the Spring, Fall and Winter.

Paint Horse Journal is published quarterly.

Discount Policy

With the exception of our frequency discount, the rest of the APHA publications' discounts cannot be combined with each other. One discount per ad, unless otherwise noted; the largest discount will apply. Discounts do not apply to any advertising specials.



Chrome Magazine Ad Rates

Full Color	1X	2X	3X	Premium Pages	1X	2X	3X
Full Page	\$1,800	\$1,745	\$1,710	Back Cover	\$2,580	\$2,520	\$2,480
2/3 Page Vertical	\$1,435	\$1,395	\$1,335	Inside Front Cover	\$2,440	\$2,370	\$2,300
1/2 Page Vertical	\$1,515	\$1,340	\$1,120	Inside Back Cover	\$2,350	\$2,280	\$2,250
1/2 Page Horizontal	\$1,515	\$1,340	\$1,120	<i>Premium pages are sold on an annual, non-cancellable basis.</i>			
1/3 Page Vertical	\$775	\$725	\$695				
1/3 Square	\$775	\$725	\$695				

BONUS

All 3X full-page advertisers get a complimentary web banner and eBlast.

Chrome Magazine Ad Specifications

Ad Space		Live Area	Trim	Bleed
Spread With Bleed	4-Side Bleed	19.5" x 11.5"	20" x 12"	20.25" x 12.25"
Spread No Bleed	No Bleed	19.5" x 11.5"	19.5" x 11.5"	No Bleed
Full Page	4-Side Bleed	8.5" x 10.75"	10" x 12"	10.25" x 12.25"
Full Page No Bleed	No Bleed	8.5" x 10.75"	10" x 12"	No Bleed
2/3 Page (Vertical)	3-Side Bleed	5.125" x 10.75"	6.25" x 12"	6.395" x 12.25"
1/2 Page (Horizontal)	No Bleed	8.75" x 5.25"	No Trim	No Bleed
1/2 Page (Vertical)	3-Side Bleed	3.65" x 10.75"	4.78" x 12"	4.9" x 12.25"
1/3 Page (Vertical)	3-Side Bleed	2.65" x 10.75"	3.25" x 12"	3.42" x 12.25"
1/3 Page (Square)	No Bleed	5.75" x 5.25"	No Trim	No Bleed

Gutter safety .50" each side.

For more information or questions about ad specifications, please contact Jody Johnson at jjohnson@apha.com or 817.222.8471.

{THE DETAILS}

Chrome Magazine Ad Specifications (continued)

File Requirements

Digital materials are required. Supply high-resolution PDF/X-1a (vector) 300 dpi file. All fonts and images should be embedded. High-resolution jpg, tiff and eps files are accepted but PDF/X-1a is preferred. All four-color ads require 175-line screen.

Proof Requirements

Digital color proofs of final composite files calibrated to SWOP specs are required for each ad submitted. These proofs must be made from the final files, and reproduced at 100% size. ADVERTISERS SUBMITTING FILES WITHOUT PROOFS FORFEIT THE RIGHT TO COMPLAIN FOR CONTENT OR QUALITY ISSUES. Chrome reserves the right to resize, re-crop or otherwise alter ads that are supplied incorrectly.

How to Submit Files

Email: If emailed, image files cannot exceed 10MB. (All files should be compressed if not in PDF or JPEG format.)

Large file transfer sites: Email dmills@apha.com for instructions.

Chrome

Attn: Sales Department

122 East Exchange Ave. – Suite 420

Fort Worth, TX 76164



Full Page Ad Example

Additional Information

Special Ad Positioning

Every effort is made to comply with customer's position requests, but the publisher will not be bound by any condition appearing in insertion order or copy instructions regarding position of individual ads.

Advertisers can request placement within the first third of the magazine, and a 20% surcharge will be added to the advertiser's rate if premium page placement is available.

Payment

Payment is due upon receipt of statement. Accounts not paid by the last working day of the month are subject to a service charge of 1.5% per month, or 18% annually. Checks returned unpaid for insufficient or uncollected funds may be presented electronically for collection, including return check fees of \$35 domestic and \$70 international. Delinquent accounts could be referred to a collection agency. Advertiser is responsible for paying for all additional collection fees.

General Advertising Conditions

All orders are accepted subject to the terms and provisions of this rate card. No conditions appearing on contracts, insertion orders or copy instructions that conflict with this rate card or with the publisher's policies will be binding.

Advertisements are subject to publisher's prior approval, and publisher reserves the right to reject or cancel any

advertisement prior to publication for any reason, at any time, without liability. Advertisements placed under any name other than an individual must be accompanied by a completed signature authorization form.

Cancellations

All advertisers, even those on contract, are responsible for contacting their *Chrome* sales manager to reserve space in a given issue. No cancellations will be accepted after the reservation deadline date for each issue. Any ad composed and set by *Chrome* Graphics and not used will be charged for completion.

Liability

Chrome magazine is not liable for any consequential loss or damage occasioned by the failure of any advertisement to appear due to any cause whatsoever, nor does it accept liability for accuracy of information or errors in an advertisement published, nor for the failure of an advertisement to appear on a specified date.

Credit Policy

Prepayment is required for all new advertisers for the first insertion order, or advertisers who have not appeared in any APHA publication in the previous two years. Orders without established credit must be accompanied by a check, money order or credit card (Visa, MasterCard or American Express). Prepayments are due by the materials deadline.

mychromelife.com Digital Advertising

About the Website

The dedicated *Chrome* website—*mychromelife.com*—celebrates the uniqueness of the Paint Horse lifestyle. Its pages are filled with captivating articles and interesting information that help enrich the lives of every reader.

Advertise your product or service on the home and interior pages of *mychromelife.com*, and get noticed by Paint Horse enthusiasts across the globe!

Specifications & Rates

728 x 90 pixel rotating banner advertisement on *mychromelife.com* and *apha.com*. (above the fold) max 5 banners

\$100/month OR \$1,000/year

Acceptable file formats are 72dpi and may be .jpg, .png, .gif

Monthly performance results provided

**Camera-ready discounts do not apply for digital advertising*



Advertise your product or service on the home and interior pages of *mychromelife.com* and *apha.com*, and get noticed by Paint Horse enthusiasts across the globe! Premium banner advertisements yield up to 100,000+ impressions per month, by more than 45,000 unique viewers.

Accolades

American Horse Publications (AHP): 1st place – Overall Publication (2016), Category Winner (2016–2023)

Awards for Publication Excellence (APEX): General Excellence Award (2014–2017, 2021–2023), Grand Award (2020)

Livestock Publications Council (LPC): 1st place – Association Publication (2015–2018), Publication Website (2016)

"CHROME just rises so far to the top that, as judges, we made sure that it was in the right contest. But it fits all of the criteria. So it might be a case of where all other publications should subscribe and take note of a refreshing way to present the same type of information. A livestock publication does not have to be so traditional and this is an example of one that broke every rule and makes it work."

-Official LPC Contest Judge

Contact Information

Contact us today if should you have any questions or wish to advertise in the pages of *Chrome* magazine or online at *mychromelife.com*.



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A M E R I C A N **P A I N T H O R S E** A S S O C I A T I O N

American Paint Horse Association • 122 East Exchange Ave. – Suite 420 Fort Worth, TX 76164