

Reader Profile

COVERTSIDE offers a unique and influential showcase for advertisers to connect with a close-knit community of high level consumers enjoying significant disposable income. It is the only magazine that brings your message to every member of this passionate sporting community.

COVERTSIDE, published quarterly, is the official publication of the MFHA and the hub of communications within the foxhunting community. Our readers look to us to bring them the romance and tradition of a sporting, country way of life; informative, entertaining, and insightful articles; and dynamic, award-winning photography.

Affluent

- 25% stated annual income **OVER \$250,000**
- 65% stated annual income **OVER \$100,000**
- **\$27 BILLION** is the total value of real estate owned by foxhunters \$1.5 million per household
 - 90% own residential real estate
 - 53% own non-residential real estate totalling 2.58 million acres
 - 78% of non residential real estate is farmland
- **\$680 MILLION** was spent on vehicles, trailers, tractors and farm equipment (over a 5 year period) — \$37,000 per household
 - 89% of foxhunters invested in vehicles
 - 84% invested in trailers
 - 50% invested in tractors

Influential

- 50% serve as officer or board member on a non-profit organization
- 98% vote in national elections

Horse Owners

- 75% of foxhunters are involved in other horse sports
- 91% own or lease at least one horse
- On average, foxhunters own two horses
- 66% have horses that are not used for foxhunting

Avid

- The average foxhunter has been involved in the sport for 22 years
- 41% are involved with shooting sports and/or fishing

Circulation

Each household that receives Covertside has an average of 2.5 avid foxhunters; that means that a single copy is read by at least two individuals. With highly targeted circulation to 6500 members and enthusiasts, and 2.5 readers per house, Covertside has targeted circulation of **12,000 to 14,000.**

MORE THAN HALF THE RECIPIENTS REPORT SAVING ALL THEIR COPIES FOR FUTURE REFERENCE!



MASTERS OF FOXHOUNDS ASSOCIATION OF AMERICA



PUBLISHER: E-Squared Editorial Services, 505-553-2671 or publisher@covertside.net

AD SALES: Mid-Atlantic/Northeast Sales and E-Covertside contact
Cheryl Microusticos, (434) 664-7057 or sales@covertside.net

AD SALES: Major Accounts and South contact
Sally Burdette (678) 640-2787 or sally@covertside.net

AD SALES: West, International contact
Jane Langridge (858) 521-8000 or tmcpubjane@gmail.com

Advertising Rate Sheet: 2011

What our advertisers say

"Every time our ads run in Covertside or e-Covertside, I get an influx of phone calls and emails. I can tell the ads are working! It's been a great way to promote our business to foxhunters."

Rosemarie Merle-Smith of Virginia Field Hunters
www.virginiafieldhunters.com

"I want you to know how many positive responses we have received concerning your Chagrin Valley Boy Scout trailblazer article. Kudos came from many unexpected sources."

Dick Desberg, Chagrin Valley Ohio

"Thank you for educating me not only in matters of bounds, but in wise investments as well."

Jane Page Thompson, Aiken SC

SUBMITTING MATERIALS

Acceptable Media:

CD or ZIP, formatted for either PC or Mac

File Specifications:

InDesign or High Resolution PDF. All placed images must be 300 dpi and CMYK TIFF, or EPS. All spot colors must be converted to CMYK.

Shipping:

Please ship disks and color proofs to:

Glenna Stocks
67 Bacon Hill
Spencer, MA 01562
Email: production@covertside.net

Inquiries:

Cheryl Microusticos
434-664-7057 or sales@covertside.net

Please send payments to:

E-Squared Editorial Services
2329 Lakeview Rd. SW
Albuquerque, NM 87105

Checks should be made out to
E-Squared Editorial Services

ADVERTISING POLICIES

1. Ad reservations and changes must be received in writing by the deadlines specified herein.
2. By submitting an advertisement for publication in COVERTSIDE, the advertiser represents that the advertiser is authorized to publish the content of the advertisement; is capable of providing the product or service advertised; and agrees to indemnify and save harmless COVERTSIDE and any person or entity associated with its publication against loss, liability, and expense, including reasonable attorney's fees, incurred by COVERTSIDE or such person or entity for any claim that may arise out of publication of such advertisement.
3. COVERTSIDE, in its sole discretion, reserves the right to refuse to publish any advertisement. All materials for all issues are required within seven working days following the ad reservation deadlines. Payment is required along with ad reservation for fractional size advertisements unless prior arrangements have been made.



FOUR-COLOR	1X	2X	4X
FULL PAGE	\$1,750	\$1,600	\$1,350
HALF PAGE*	\$1,050	\$950	\$800
QUARTER PAGE*	\$525	\$475	\$400
ONE-EIGHTH PAGE*	\$275	\$250	\$200

SPECIAL POSITIONS

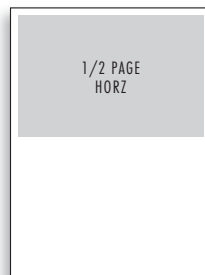
INSIDE FRONT COVER	\$2,190	\$2,000	\$1,688
INSIDE BACK COVER	\$2,190	\$2,000	\$1,688
BACK COVER	\$2,275	\$2,080	\$1,755

MFHA ANNUAL BUSINESS SPONSORSHIP

PRICE: \$750

INCLUDES:

- 10% discount off the 4x rate for any ad size
- Banner sponsorship ad 468x700 on MFHA.com single page for 1 year
- 125x125 Pixel ad on e-covertside.net



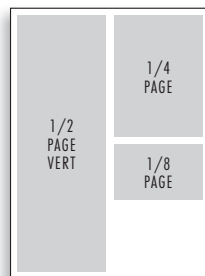
QUARTERLY MAGAZINE AD SIZES

W X H

FULL PAGE Provide 1/8" bleed on all sides	8.375" X 10.75"
ONE-EIGHTH PAGE*	3.6" X 2.312"
ONE-QUARTER PAGE*	3.6" X 4.8"
ONE-HALF PAGE, VERTICAL*	3.6" X 9.75"
ONE-HALF PAGE, HORIZONTAL*	7.375" X 4.8"

*Fractional page ads appear in COVERTSIDE's Market Stall section.

Premium placement for fractionals is available within editorial pages for additional charge.



ADVERTISING SCHEDULE

Issue: Spring 2011

Ad Reservation Deadline: January 15

Ad Materials Due: January 22

Issue Mails: February 22

Issue: Fall 2011

Ad Reservation Deadline: July 1

Ad Materials Due: July 7

Issue Mails: August 22

Issue: Summer 2011

Ad Reservation Deadline: May 1

Ad Materials Due: May 7

Issue Mails: June 22

Issue: Winter 2011

Ad Reservation Deadline: October 1

Ad Materials Due: October 7

Issue Mails: November 22

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Jane Langridge (858) 521-8000 or tmcpubjane@gmail.com

Advertise in the Annual Covertside Hunt Roster and Business Directory

Long shelf life • Small size—fits in the trailer or the tack trunk (5.75 x 8.75) • Select retail distribution
Additional 3,000 copy circulation at trade shows, foxhunting events and single copy sales

Distribution

- Mailed with Fall issue of *Covertside* magazine
- Extra retail distribution in tack stores, trade shows and foxhunting related events.

Contents

- Nation-wide hunt club listing (including beagle and basset packs)
- Field hunter and sport horse breeders
- Retailers, manufacturers and other purveyors of horse, hunt and hound related items.
- 2010 and 2011 *Covertside* print and online advertisers listing by category
- Annual calendar of events including field hunter trials, hunt weeks, and hound shows

Paid Advertising Opportunities

- Color ads (we can help design an ad for a production fee)
- 4 premium positions available - first come first serve:
Inside Front Cover, Inside Back Cover, Back Cover, Center Spread
- Early Bird Discount: signed contract before 4/1/2011 nets 10% discount



SUBMITTING MATERIALS

Acceptable Media:

CD or ZIP, formatted for either PC or Mac

File Specifications:

InDesign or High Resolution PDF. All placed images must be 300 dpi and CMYK TIFF, or EPS. All spot colors must be converted to CMYK.

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Annual Foxhunting Directory



FULL PAGE

AD SIZES AND RATES

1/6 (2.042 x 2.3")	\$300
1/4 (2.042 x 3.5415")	\$600
1/2 (4.25 x 3.5415")	\$975
FULL (4.25 x 7.25")	\$1,300
FULL BLEED (5.75 x 8.75")	\$1,300
BUSINESS LISTING ONLY (NON PRINT OR EMAIL ADVERTISERS)	\$30

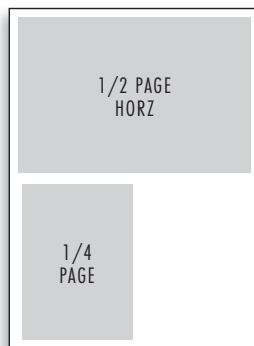
PREMIUM PLACEMENT

INSIDE FRONT COVER	\$2,000
INSIDE BACK COVER	\$2,000
BACK COVER	\$2,200
CENTER SPREAD	\$2,200
CENTER SPREAD: RIGHT HAND SIDE	\$1600
CENTER SPREAD: LEFT HAND SIDE	\$1600

Special placements of inside front cover, inside back cover, back cover and center spread are reserved on a first come, first serve basis

ADVERTISING SCHEDULE

Ad Reservation Deadline: 5/15
Ad Materials Due: 6/1
Directory Mails: 8/22



1/2 PAGE
HORZ

1/4
PAGE

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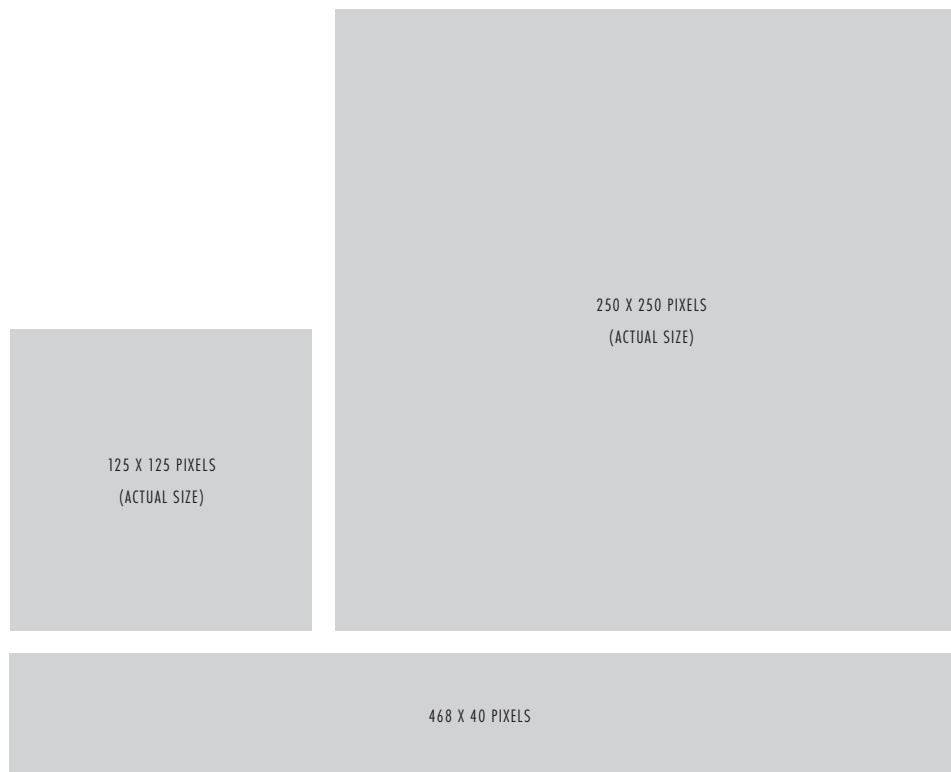
Digital Advertising Rate Sheet: 2011

DIGITAL ADS (E-NEWSLETTER AND ECOVERTSIDE.NET PER MONTH)

125 X 125 PIXELS	\$50
250 X 250 PIXELS	\$200
468 X 60 PIXELS	\$100

PACKAGES INCLUDING MFHA.COM (PRICES PER MONTH)

125 X 125 PIXELS	\$100
468 X 60 PIXELS	\$150
250 X 250 PIXELS	\$400



FREQUENCY & CIRCULATION

The E-COVERTSIDE Newsletter will publish monthly, on or about the 15th of each month. More than 7,000 opt-in recipients monthly. E-Covertside.net receives an average of 2000 unique visitors per month. MFHA.com receives an additional 5000 visitors.

ADVERTISING SCHEDULE

Ads close: First day of the month of publication

Issue Ships: Fifteenth day of the month of publication

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Rosemarie Merle-Smith of Virginia Field Hunters
www.virginiafieldhunters.com

"I want you to know how many positive responses we have received concerning your Chagrin Valley Boy Scout trailblazer article. Kudos came from many unexpected sources."

Dick Desberg, Chagrin Valley Ohio

"Thank you for educating me not only in matters of hounds, but in wise investments as well."

Jane Page Thompson, Aiken SC

SUBMITTING MATERIALS

File Specifications:

jpg or gif, 72 dpi. Animated gifs are allowed on the website, but only static in the newsletter. Please include the url to which you would like your ad linked.

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