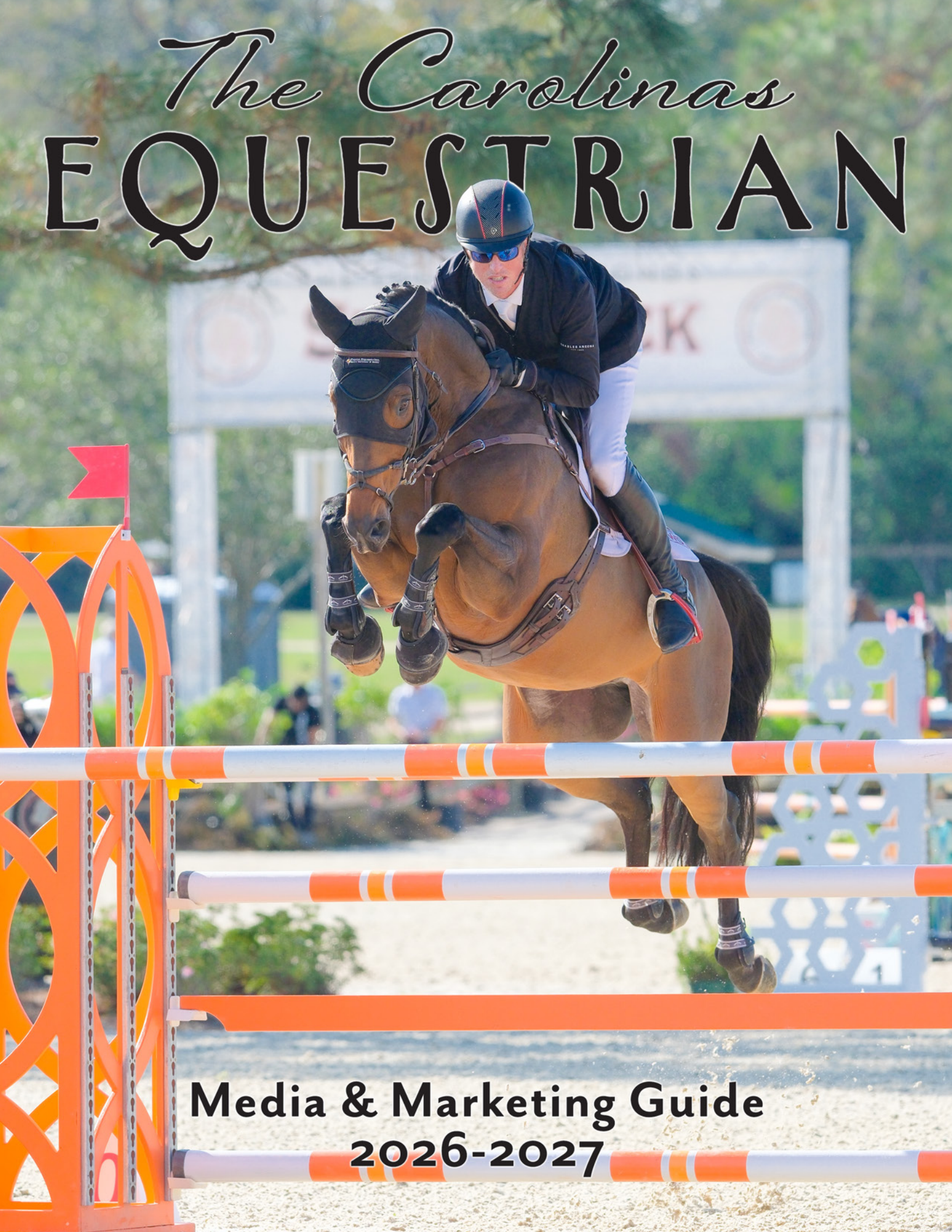
The Carolinas EQUESTRIAN



Media & Marketing Guide
2026-2027

ABOUT THE CAROLINAS EQUESTRIAN

The Carolinas Equestrian (TCE) is a regional lifestyle magazine that captures the spirit, essence and passion for the land, the environment, the people, their interests and the common denominator that brings them all together: the horse. A unique publication focused on the equestrian lifestyle in the Carolinas, TCE includes articles about horses and the people who love them, travel, style, real estate and equestrian events. It features spectacular photography that brings the equestrian experience to life.

The Carolinas Equestrian ...

• is an eye-appealing vibrant, full-color publication. Our team is committed to producing each issue in the highest quality.

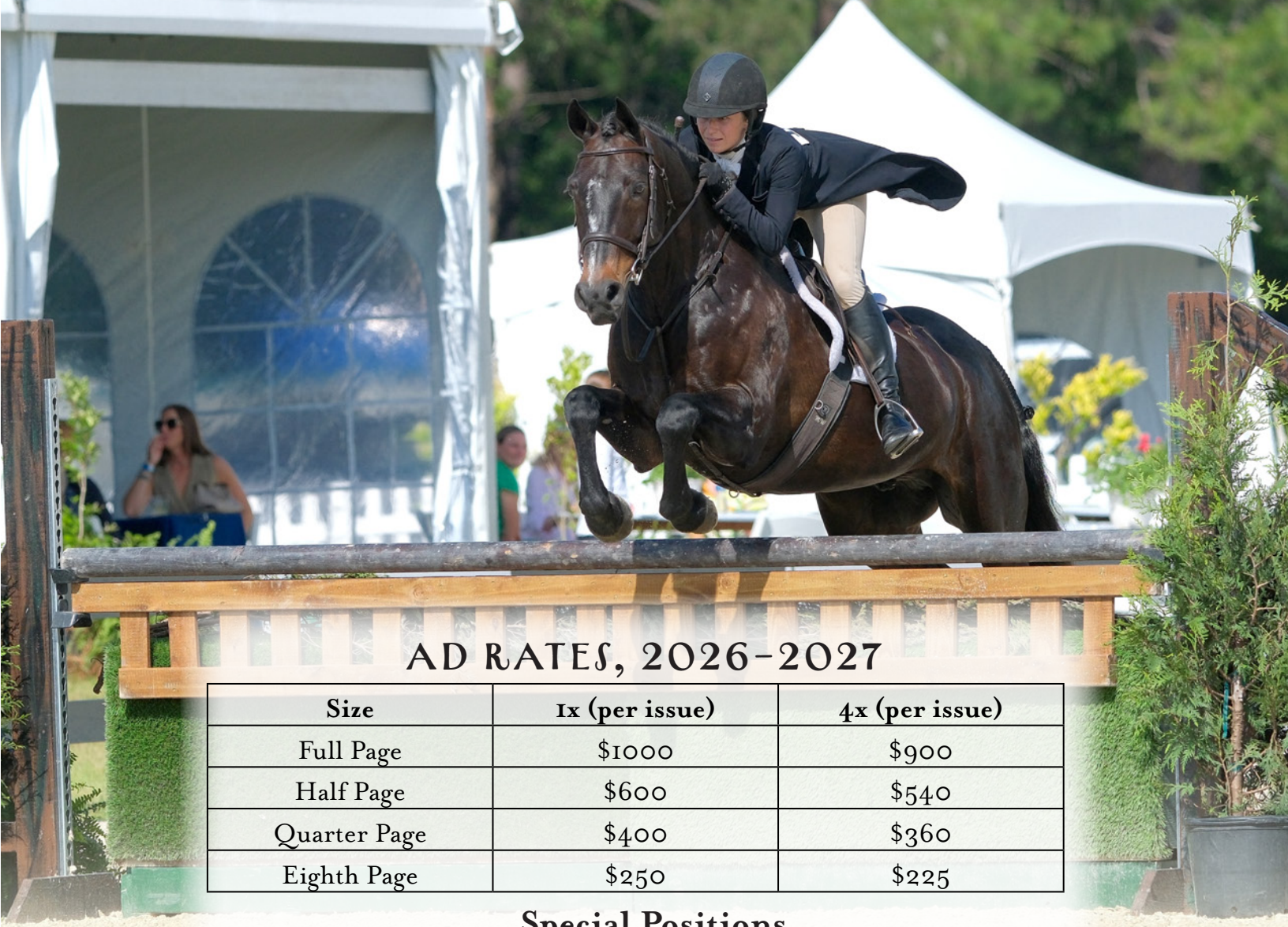
• is delivered to readers throughout the region and more broadly through various distribution means. Hardcopy issues are delivered directly to subscribers and are available to readers through our advertisers and at locations throughout the region where horse lovers congregate. These including equestrian businesses, real estate offices, boutiques, shows and events.

• features a variety of disciplines in each issue. These disciplines include eventing, dressage, show hunters and show jumpers, racing, endurance, fox hunting, reining, roping, barrel racing, cutting, rodeo, polo, driving, mounted shooting, trail, vaulting, Pony Club, natural horsemanship, therapy programs and more.

• is complemented by our website, where each issue is published in digital format and includes live links to our advertisers' websites. Our online editions also include exclusive online content.

• has been named one of the top 25 equestrian magazines to watch in 2026

• each issue reaches in excess of 10,000 regional readers; the online edition attracts thousands of readers from all over the world every month.



AD RATES, 2026-2027

Size	1x (per issue)	4x (per issue)
Full Page	$1000	$900
Half Page	$600	$540
Quarter Page	$400	$360
Eighth Page	$250	$225

Special Positions

Position	1x (per issue)	4x (per issue)
Back Cover	$1500	$1350
Inside Covers	$1350	$1225
Premium Position	$1200	$1095

Schedule

Issue	Deadline	Publication Date
Winter 2026	January 7, 2026	February 2026
Spring 2026	April 10, 2026	May 2026
Summer 2026	June 29, 2026	August 2026
Fall 2026	October 9, 2026	November 2026
Winter 2027	January 8, 2027	February 2027
Spring 2027	April 9, 2027	May 2027
Summer 2027	June 25, 2027	August 2027
Fall 2027	October 18, 2027	November 2027

PRACTICAL & TECHNICAL SPECIFICATIONS

Size	Width	Height
Full Page (bleed)	8.75”	11.25”
Full Page	7”	9.5”
Half Page Horiz.	7”	4.625”
Half Page Vert.	3.375”	9.5”
Quarter Page	3.375”	4.625”
Eighth Page	3.375”	2.25”

Preferred Formats

We accept advertisements in electronic format only. Please email or transfer all files to thecarolinasequestrianllc@gmail.com. Electronic formats that we accept include Adobe InDesign, Adobe Illustrator, Adobe Photoshop, TIF, JPG, and PDF. No other file formats are acceptable Please be sure that all files are a minimum of 300 dpi at the size they will print and that all fonts are embedded. Please be sure that your ads are in CMYK mode. For formats not on this list or if you need help laying out your ad, please call our art director. (803-643-9960)

Design Assistance

Please contact us as soon as possible if you require design assistance, as this is only available on a limited basis. The regular charge for ad layout is $100 and includes two rounds of revisions. Additional revisions will be charged at $75 per hour. Call 803-643-9960 or email thecarolinasequestrianllc@gmail.com

Payment

Payment must be made in advance for all one-time advertisements. The multiple insertion rate is available only to advertisers in good standing who have a signed ad contract and credit card number on file in our office. Advertisers under contract must pay in advance for their first ad and will be billed for future ads. All payments for multi-insertion ads are billable and due before publication of the issue in which they will run. Advertisers carrying unpaid invoices will not be included in following issues and any advertisement may also be subject to removal from any issue not yet published. Payment for invoiced advertisements shall remain due, payable and subject to collection by TCE through any and all legal means. Advertiser shall be liable for all unpaid amounts, including but not limited to attorneys’ fees and costs incurred by TCE in the collection.

Please make out checks to The Carolinas Equestrian and mail them to: The Carolinas Equestrian, 1176 Old English Road, Lugoff, SC 29078.

Call for credit card payments (803-643-9960) or send us an email to request an online payment link. (TheCarolinasEquestrianllc@gmail.com)

INSERTION ORDER & CONTRACT

Advertiser: _____

Contact: _____

Address: _____

_____

Phone _____

E-mail _____

Length of Contract:

☐ 1 issue ☐ 4 issues

Rate_____

Ad Rep_____

Date_____

Issue Dates

☐ _____

☐ _____

☐ _____

☐ _____

Please let us know as soon as possible if you would like to run different ads to fulfill a mulitiple insertion contract. Please be sure to submit any new copy or any changes to an existing ad by the deadline of the issue in which your ad will run. WE CANNOT GUARANTEE INCLUSION OF CHANGES OR ADVERTISEMENTS THAT ARRIVE IN OUR OFFICE AFTER DEADLINE.

Size of Advertisement

☐ Full Page
☐ 1/2 Page
☐ 1/4 Page
☐ 1/8 Page
☐ Back Cover
☐ Inside Front Cover
☐ Inside Back Cover
☐ Other Special Position

_____

Payment

Payment is due in in advance and in full for all one-time advertisements. Those on a multiple insertion contract must pay for the first ad in advance & will be billed for future ads. Payment is due at deadline, or 7 days from the issue date for those with a credit card number on file. PAST DUE ACCOUNTS WILL REVERT TO THE ONE-TIME RATE AND INCUR A 1.5% PER MONTH SURCHARGE.

Please make out checks to The Carolinas Equestrian. For credit cards call 803-643-9960, or email us to request an online payment link. thecarolinasequestrianllc@gmail.com

I agree to place my advertisement in The Carolinas Equestrian for the number of times specified above and to pay for my advertisement at the agreed-upon rate of _____ per issue. I understand that payment is due in full for all one-time and first-time ads, and that I will be billed for future ads when they run. I understand that if I have not paid my bill by other means within 7 days of publication, my credit card on file will be charged. I also understand that I must complete this ad contract within 12 months and that I will pay a short rate billing penalty if I terminate this agreement prior to the fulfillment of the contract. The short rate billing penalty will be $50, plus the difference between the agreed frequency discount rate and the actual number of times the ad ran. I understand that my ad will revert to the one-time rate if I do not pay my bill within 10 days of the publication of the paper.

Name on Card_____

Card Number_____ Expiration_____

Security Code_____ Billing Zip_____

I represent that my advertisement is factually correct and I expressly represent that I have full rights to use any advertisement material provided to The Carolinas Equestrian. I further agree to hold the Publisher and all persons and parties associated with TCE harmless for any misrepresentation, misunderstanding or harm arising from my ad, including infringement and/or violation of any laws or other party's rights. TCE's waiver of and/or delay in enforcing of any of these terms and conditions or Advertiser's obligations hereunder shall not prevent enforcement at any later date or waiver of any other term.

Signed_____ Date_____

THE CAROLINAS EQUESTRIAN, 1176 OLD ENGLISH ROAD, LUGOFF, SC 29087. THECAROLINASEQUESTRIAN.COM; THECAROLINASEQUESTRIANLLC@GMAIL.COM. 803-643-9960