AVERAGE CIRCULATION: 44,000

The Team Roping Journal readers:*
- 80% male/20% female
- Earn enough to enjoy their horses
- Household Income: $97,210
- 89% own homes
- Own an average of nearly 50 acres

Trust TTRJ
- 93% say they trust the articles
- 84% say it’s a "must-read"
- Compared to other equine publications...
- 84% feel there’s a meaningful difference between TTRJ and other titles
- More than 95% said they find TTRJ somewhat or very useful when looking for the latest industry products.**

Buy based on TTRJ
- 88% of readers indicate the ads and content in TTRJ affect their purchasing decisions
- One-third purchased an advertised product/service
- 40% visited an advertised website
- Own horses and invest in their health
- 94% own horses, an average of 7 horses each
- 88% keep their horses at home
- 97% make purchasing decisions for feed and health products
- 93% administer preventative vaccinations
- 85% use supplements
- 55% have used alternative therapies in the past year (from chiropractic to acupuncture)
- 95% team rope
- 65% team rope 2-4 times a week
- 52% hunt
- 42% fish

The Team Roping Journal strives to expand and energize the team roping industry by telling dynamic stories of the people, horses and events that inspire the sport. Through engaging editorial and photography, we work to provide the necessary content for today’s team roper to maximize his or her precious time in and out of the arena.

*2011 Equine Network Audience Study, Active Interest Media Corporate Research
**2011 STWR Table of Contents Study, Active Interest Media Corporate Research
2018 EDITORIAL CALENDAR

The Team Roping Journal is published monthly.

January
World Champion results,
World Series of Team Roping big winners
AD CLOSE: November 20, 2017
MATERIALS DUE: November 22, 2017

February
Horsepower feature,, ProRodeo Partner Preview, Gear Topic: Heeler saddles
AD CLOSE: December 20, 2017
MATERIALS DUE: December 22, 2017

March
TRIAD update, Steer Report, Dallying vs. Tying On, Gear Topic: Feed
AD CLOSE: January 19, 2018
MATERIALS DUE: January 23, 2018

April
Truck Buyer’s Guide, Jackpot travel feature
Gear Topic: Supplements
AD CLOSE: February 20, 2018
MATERIALS DUE: February 22, 2018

May
Mother’s Day—Roping Matriarchs, Timed Event Champs, Circuit Finals results, Gear: Head ropes
AD CLOSE: March 20, 2018
MATERIALS DUE: March 22, 2018

June
Father’s Day—Profiles of great ropers and fathers, Mental toughness for kids, Gear: Heel Ropes
AD CLOSE: April 20, 2018
MATERIALS DUE: April 24, 2018

July
Horse Buyers’ Guide, Junior all-stars, Feeding for Success horse health special feature, Gear: Cinches
AD CLOSE: May 18, 2018
MATERIALS DUE: May 22, 2018

August
Mental toughness issue,
BFI-week coverage, Saddle Fit Feature, Gear: Leg gear
AD CLOSE: June 20, 2018
MATERIALS DUE: June 22, 2018

September
Anniversary issue, Cheyenne and Salt Lake coverage, hay-buyer’s guide, Bit selection special feature, Gear: Denim
AD CLOSE: July 20, 2018
MATERIALS DUE: July 23, 2018

October
USTRC CINCH National Finals of Team Roping Preview, winter horse health prep, Gear: Pocket Knives
AD CLOSE: August 20, 2018
MATERIALS DUE: August 22, 2018

November
Veteran’s Profile, Arizona Travel, Gear: Saddle Pads
AD CLOSE: September 20, 2018
MATERIALS DUE: September 24, 2018

December
WSTR Finale Preview,
NFR Preview, Gear: Horse Trailers
AD CLOSE: October 19, 2018
MATERIALS DUE: October 22, 2018

Other special sections
BFI SECTION
WSTR FINALE

CONTACT US TODAY

The TEAM ROPING JOURNAL

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www.aimmedia.com

DISPLAY RATES 2018

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Black & White

| Full page    | $1,733 | $1,679 | $1,615 | $1,507 |
| 2/3 page     | 1,323  | 1,285 | 1,220 | 1,150 |
| 1/2 page island* | 1,301  | 1,264 | 1,199 | 1,129 |
| 1/2 page     | 1,091  | 1,058 | 1,015 | 945  |
| 1/3 page     | 842    | 794  | 778  | 734  |
| 1/4 page     | 675    | 643  | 626  | 589  |
| 1/6 page     | 513    | 497  | 486  | 454  |
| 1/9 page     | 248    | 243  | 238  | 227  |

Covers - 4/color

| 2nd cover    | $3,148 | $3,051 | $2,938 | $2,749 |
| 3rd cover    | 3,019  | 2,927 | 2,808 | 2,630 |
| 4th cover    | 3,812  | 3,688 | 3,542 | 3,316 |

*Guaranteed as only advertisement on page.

DIGITAL RATES

$500 per 25,000 impressions or $20 CPM.
Custom digital sponsorship opportunities available.
Please refer to the Equine Network’s Mechanical Specifications Sheet for details.