

WELCOME TO IDAHO QUARTER HORSE LIFE



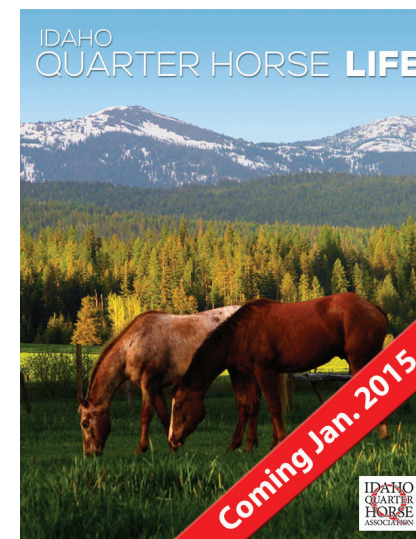
New publication carries on the Western tradition in a way that's never been seen before.

It is with great pride that we announce that Madison Publications has been contracted by the Idaho Quarter Horse Association to produce their annual magazine, *Idaho Quarter Horse Life*.

This revolutionary publication will feature outstanding design, beautiful photography, and vivid writing, bringing the storied *Idaho Quarter Horse* lifestyle to a new generation of readers. The finished product will be a 164-page magazine using high gloss printing on top quality paper. With an initial run of 20,000 copies, *Idaho Quarter Horse Life* is set to publish in January 2015, and will be distributed throughout different events, venues, and retail outlets across Idaho, Montana, Nevada, Oregon, Utah, and Washington.

In addition to advertorial content, this lifestyle magazine will include feature stories which will highlight the people, places, and events of our rich Idaho Quarter Horse heritage. Madison Publications is proud to share the unique stories of the Association and its members, and call attention to all the wonderful elements that make this way of life so rewarding.

Don't miss out on the chance to be included in the inaugural edition of *Idaho Quarter Horse Life*, and have the unique message of your brand reach tens of thousands of potential customers throughout the Northwest. Please contact Madison Publications today to learn more about this special opportunity.



RELEASE DATE JANUARY 2015

Display Ads Contact

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Idaho Life Magazines & Associates also produces the following lifestyle magazines:

BOISE LIFE

CALDWELL LIFE

EAGLE LIFE

IDAHO FALLS LIFE

KUNA LIFE

MAGIC VALLEY LIFE

MERIDIAN LIFE

NAMPA LIFE

POCATELLO LIFE

Published Annually

Inaugural publication January 2015

Distribution

Retailers

Big R 10 Stores, MT
Black Hawk Arena, CA
Boot Barn, ID
C-A-L Ranch Stores, ID
Caldwell Night Rodeo
Clearwater Casino, ID
Coeur d'Alene Casino, ID
D & B Supply, ID
Flynn's Saddle Shop, ID
Ford Horse Park & Center, ID
Hap Tallman, ID
Idaho Equine Vet, ID
Kathy Wilson, UT
Kootenai River Casino, ID

Events/Venues

Black Hawk Arena, CA
C-A-L Ranch Stores, ID
Caldwell Night Rodeo, ID
Debbie Barthalomew, ID
Kathy Wilson, UT
Les Bois Raceway Park, ID
Majestic Arena, MT
Marilyn Farley, ID
Marla Fadel, UT
Mountain States QH Alliance, ID
Snake River Stampede, ID
Western Slope, CO
Pendleton Round Up, OR
Horse Expo, ID

Web

Online digital viewing available at idqha.com and idaholifemagazines.com, with hyperlinks to all advertisers.

Advertising Options

Back Cover - 2 page Advertorial included

Inside Front Cover - 2 page Advertorial included

Back Inside Cover - 2 page Advertorial included

2 Page Advertorial

Complimentary

All copies are complimentary for readers

Legacy Feed, ID
Les Bois Raceway Park, ID
Majestic Arena, MT
Marilyn Farley, ID
Marla Fadel, UT
Mountain States QH Alliance, ID
Murdock's
Snake River Stampede
Vickers Western Store, ID
(4) Western Big R, NV
Western Big R, OR
Western Slope, CO
Wild Horse Casino, OR

Idaho Reining Cow Horse Assn, ID
Gem State Stock Horse, NV
Boise Valley Cutters, ID
Snake River Reining Assn, ID
Idaho Gem State Rodeo Assn, ID
College of Southern Idaho, ID
Western Montana Fair & Rodeo, MT
Jordan Valley Rodeo, OR
Northern Idaho Fair & Rodeo, ID
Gem State Rodeo, ID
Dodge National Finals, ID
Idaho Quarter Horse Assn, ID
AQHA Novice Championships