

# THE Horseman

AND FAIR WORLD

**Late 2010 & Early 2011**  
*Revised Editorial Calendar*  
*For Advertisers*



STALLIONS



YEARLINGS



STAKES & LATE CLOSERS



PRODUCTS & SERVICES

***Whatever it is you're selling,  
we provide your target audience!***

The Horseman reaches owners, trainers, breeders and other **active participants** in harness racing. We publish more pages of ads—for more clients—than any other Standardbred publication in the world.

**For advertising information  
or to reserve space call  
(859) 276-4026 or email  
[advertising@harnessracing.com](mailto:advertising@harnessracing.com)**

# **The Horseman is now published biweekly (26 issues a year).**

## **KEEP FOR REFERENCE**

- June 30.....Yearling Preview Edition  
July 14 .....Hall of Fame  
July 28.....Hambletonian Preview Edition  
Aug. 11 .....Hambletonian Coverage  
Aug. 25 .....Mid-Season Racing Report  
Sept. 8.....Little Brown Jug Preview  
Sept. 22.....Breeders Crown Preview  
Oct. 6 .....Lexington Racing & Sale Preview  
Oct. 20 .....Lexington Racing & Sale Coverage  
Nov. 3 .....U.S. Sire Stakes Review  
Nov. 17.....Harrisburg Sale Coverage  
Dec. 1 .....Breeders Book Stallion Directory  
Dec. 15 .....Annual Holiday Issue  
Dec. 29.....Stakes Supplement/Racing Calendar  
Jan. 12 .....New Stallion Showcase  
Jan. 26 .....Northeast Regional Review  
incl. NY, NJ & ON  
Feb. 9.....Mid-Atlantic Regional Review  
incl. PA & DE  
Feb. 23.....Midwest Regional Review  
incl. IN, KY & OH

*Ad deadline:  
One week prior to issue date*

**For advertising information,  
rates and dimensions  
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