



FOR IMMEDIATE RELEASE
For More Information
Contact: Sarah Evers Conrad
SarahConrad@chainstructors.com

Reach Equine Professionals by Advertising in the Certified Horsemanship Association's Magazine, *The Instructor*

(November 2018) – For businesses who want to share their products and services with equine professionals, advertising in the Certified Horsemanship Association's magazine, *The Instructor*, is the perfect way to do that. *The Instructor* magazine is published every spring, and readership includes riding instructors, equine facility owners, managers and staff, camps, trail guides, colleges and universities, and other equine professionals. **Now is the time to book ad space in CHA's official publication.**

“The Certified Horsemanship Association offers such a great opportunity for those companies with a product or service that a riding instructor or their students would be interested in,” said Sarah Evers Conrad, CHA's Advertising Sales Representative. “I know that many students turn to their riding instructors for recommendations on products, so this part of the market really has an influence on buying decisions, and it can build lifelong fans of your brand. In addition, many instructors must purchase multiples of a product due to the size of their equine facility and/or their riding programs since most have multiple horses and riders.”

The Instructor is a full-color publication that includes CHA news and updates, informative and engaging features, and the CHA Annual Report. More than 4,500 issues are distributed to all CHA members and available at the CHA International Conference and other trade shows and events attended by CHA representatives. Ad spaces range from 1/6th-page ads to full-page ads, with premium placement ads available on the back cover, the inside front cover, and the inside back cover.

In addition, those who advertise in both *The Instructor* magazine and the 2019 CHA International Conference Program will receive 20% off on a conference program ad of any size. The program will be published for the 2019 CHA International Conference, which will be held October 24-27, 2019 at Houghton College in Houghton, New York, near Buffalo. The conference program is printed in black and white each year and given to attendees at the conference.

Book your ad space in the full color *The Instructor* magazine by mid-February 2019! Ad materials are due by the end of February. In addition to CHA's amazingly low rates, CHA Individual and Program members receive discounts on advertising in the magazine, the conference program, and the monthly e-newsletter thanks to their membership with the organization.

Opportunities are also currently available for advertising with the CHA Radio Show, which airs monthly on "Horses in the Morning"; in the CHA e-newsletter; and in horsemanship safety videos produced by CHA for YouTube and for use by the equine industry.

For more information on rates and ad specifications, the CHA Media Kit can be found online at www.CHAINstructors.com/advertise. To book your ad space, or for questions, please contact Sarah Evers Conrad at SarahConrad@CHAINstructors.com.

CHA Instructors Change Lives Through Safe Experiences with Horses. The purpose of CHA is to promote excellence in safety and education for the benefit of the horse industry. CHA certifies equine professionals, accredits equestrian facilities, publishes educational manuals, produces educational horsemanship videos and YouTube Safety shorts, and hosts regional and international conferences. For more information on the largest certifying body of equine professionals in North America, Certified Horsemanship Association, please visit www.CHA.horse or call 859-259-3399. To find a certified horseback riding instructor or accredited equine facility near you, visit www.CHAINstructors.com.

###