

**From:** "American Horse Publications" <ahorsepubs@aol.com>  
**Subject:** **AHP Newsgroup: Active Interest Media Promotes Key Staff Following Acquisition of Equine Network and Horse Media Group**  
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## **Active Interest Media Promotes Key Staff Following Acquisition of Equine Network and Horse Media Group**

March 23, 2010, Boulder, CO—In conjunction with its acquisition of all equine titles and online properties published by the Source Interlink Media division of Source Interlink Companies, Inc. (Source, [www.sourceinterlink.com](http://www.sourceinterlink.com)) and by Horse Media Group (HMG, [www.horsemediagroup.com](http://www.horsemediagroup.com)), Active Interest Media, Inc. (AIM, [www.aimmedia.com](http://www.aimmedia.com)) announced the following promotions on February 25:

Tom Winsor, formerly President of the acquired Horse Media Group, will serve as General Manager of the newly formed AIM Equine Network. *American Cowboy* Publisher Bill Garrels and David Andrick, the former Associate Publishing Director of the Source Equine Network, have been promoted to the position of Group Publishers of the new AIM Equine Network. The AIM Equine Network includes the print magazine titles *American Cowboy*, *EQUUS*, *Horse & Rider*, *Practical Horseman*, *Dressage Today*, *Arabian Horse World*, *Discover Horses*, *EquiManagement*, *EquiShopper*, *In Stride*, *Spin to Win Rodeo* and *Trail Rider*, and the websites *EquiSearch.com*, *Equine.com*, *EquiShopper.com*, *HorseBooksEtc.com*, *DiscoverHorses.com*, *MyHorse.com*, *HitchUpMagazine.com* and *HorselinkMagazine.com* from the Horse Media Group. Jenny DesJean, AIM Circulation Director, will now also direct circulation for the acquired Horse Media Group titles *Spin to Win Rodeo* and *TrailRider*.

Jonathan Dorn, Editor-in-Chief of the National Magazine Award-winning *Backpacker*, has been promoted to General Manager of AIM's Outdoor Group, which includes *Backpacker*, National Parks Interactive, and *SNEWS* (Specialty News). Kent Ebersole, Publisher of *Backpacker*, has been promoted to Group Publisher. Barbara Van Sickle, Production Director, has been promoted to Group Production Director and will manage print production for both AIM's Equine Network and the Outdoor Group. Cheryl Angelheart, Publisher of *Black Belt*, has been promoted to Group Publisher of the *Black Belt* and Vitamin Shoppe *Muscle*

& *Performance* brands.

"One of AIM's longstanding goals has been to grow each of our publishing groups into a leading portfolio of complementary brands," said Andy Clurman, AIM's Chief Operating Officer. AIM's five publishing groups include the Equine Network, the Outdoor Group, the Healthy Living Group, the Marine Group and the Homebuyers Group. "With the changes announced today, we have in place outstanding leadership and operating teams, and the resources to fuel each group's continued growth. We congratulate everyone on their well-deserved promotions."

**About Active Interest Media, Inc. (AIM, [www.aimmedia.com](http://www.aimmedia.com))**

Active Interest Media, Inc. (AIM) is a leading publisher of enthusiast magazines, consumer shows, books and Internet sites. AIM was formed by Wind Point Partners, a private equity investment firm with offices in Chicago, IL, and Southfield, MI, in partnership with CEO Efrem "Skip" Zimbalist III, in October 2003.

**For more information, contact:**

Dayna Macy

415-591-0729

[dmacy@aimmedia.com](mailto:dmacy@aimmedia.com)

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