

# WOMEN'S PRO RODEO NEWS



## Media Kit 2014

World Champion  
Barrel Racer®  
Making Legends  
since 1948



INSIDE:  
Benefits of Advertising in the WPRN  
Get to Know our Members  
Ad Sizes and Pricing Scale

**WORLD CHAMPION  
BARREL RACING®**



## About the WPRN and WPRA

The Women's Pro Rodeo News is the official publication of the Women's Professional Rodeo Association, the oldest women's sports organization in the country.

An Association that started in 1948 with a group of Texas ranch women who wanted to add a little color and femininity to the rough-and-tumble sport of rodeo, has grown from its 74 original members with 60 approved contests with a total payout of \$29,000, to a computerized association with more than 2,600 members and over 1,300 events with a total payout of over \$5.2 million at professional rodeos.

The current day WPRA consists of ladies of all ages from the 17 and under who compete in the WPRA Junior Division to the WPRA Gold Card members who still love the thrill of competition. Much more than just barrel racing, the WPRA also crowns world champions annually in the roping division made up of breakaway, team roping (heading and heeling) and tie-down roping.

The Women's Pro Rodeo News, published 12 times a year, is an important tool to all members as it holds the entry information for PRCA Rodeo, WPRA Approved Events, Co-Approved Events, Futurity/Derby Events and Junior Approvals. In addition, standings are available for every division each month, exciting recaps, fun previews for things to come and Q&A's with a member. The WPRN isn't just an association magazine, it's the magazine for the serious horsewoman focused on their sport, travel, their health, the Western lifestyle they love, and the health and well-being of their prized mounts. Other magazines target the beginner to intermediate riders/professionals, our market is the pro athletes.

**For more information on the WPRA and a list of events visit [www.wpra.com](http://www.wpra.com)**



# Be on Target with the WPRN

Target marketing to the PROFESSIONALS in the industry

Target marketing to the women who ride and rodeo for a living and make the purchasing decisions in their household

Target one of the fastest growing sports among women in the United States – Barrel Racing

Target elite barrel racers, ropers and future stars of the WPRA all in one location

## Get to know the WPRA Members:

### LENGTH OF THEIR MEMBERSHIP

- 5 or less years – 36%
- 6-15 years – 27%
- 16-25 years – 16%
- Over 25 years – 21%

### AGE RANGE

- 17-under (Junior members) – 1%
- 18-24 years – 9%
- 25-35 – 17%
- 36-55 – 52%
- Over 55 – 20%

### HOUSEHOLD INCOME

- Under \$60,000 – 29%
- \$60,001 to \$100,000 – 33%
- \$100,001 to \$120,000 – 11%
- Over \$120,000 – 26%

### NUMBER OF EVENTS THEY COMPETE IN DURING THE YEAR

- 1-10 – 32%
- 11-20 – 30%
- 21-35 – 22%
- 36-50 – 11%
- Over 50 – 5%

### CATEGORY TYPE OF MEMBER BASE

- Full-time competitors – 21%
- Part-time/Weekend Warriors – 79%

95% of membership continue relationship with WPRA throughout their life so they are loyal members

Members from all over the world including: Canada, Australia, Italy

### RODEO FAN DEMOGRAPHICS

Total fans – 27 million

### GENDER

- Male – 57.7%
- Female – 42.3%

### AGE

- 18-34 – 29.4%
- 35-59 – 49%
- 60+ – 21.6%

### INCOME

- Earn \$50,000+ – 55.5%

## Stats of Magazine

2013 Average Monthly Distribution: 2,916  
Yearly Distribution: 35,150

## Social Media/ Website Stats

Facebook: Over 32,000 followers  
Website: <http://www.wpra.com/>  
77% of visitors visit daily and weekly and stay on the site more than 5 minutes

# 2014 Editorial Calendar

## JANUARY

Features a full recap of the Wrangler National Finals Rodeo including the WPRA World Champion Barrel Racer and Wrangler NFR Average Champion. Also includes coverage of all the year-end awards for all contract personnel and committees along with the Justin Best Footing Award winners and the WPRA Saddle Rotation Program

## FEBRUARY

Conclusion of the Ram Circuit Finals Rodeos

## MARCH

Preview for the Ram National Circuit Finals Rodeo and recaps of major rodeos including Denver, Rapid City and Fort Worth

## APRIL

The winter rodeo trail heats up with the winner of the San Antonio Stock Show and Rodeo

**Special Mother's Day advertising section**

## MAY

Complete coverage of the Ram National Circuit Finals Rodeo

## JUNE

Recap of California Rodeos and Guymon, Okla.

## JULY

Feature on a WPRA Roper

## AUGUST

Complete coverage of Cowgirl Christmas with cover feature on the WPRA barrel racer winning the most money

## SEPTEMBER

Cheyenne and WPRA Qualifying Tour recaps

## OCTOBER

WPRA World finals preview and recap of the rodeos in the home stretch of the 2014 rodeo season

## NOVEMBER

Wrangler NFR preview issue and coverage of the Ram Circuit Finals Rodeos

**Special Christmas Gift Guide**

## DECEMBER

Complete coverage of the 2014 WPRA World Finals and stories on each of the world champions crowned at the event



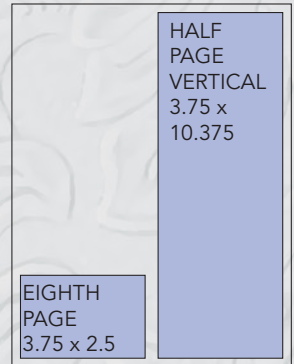
# WOMEN'S PRO RODEO NEWS



Women's Professional Rodeo Association –since 1948

## AD DIMENSIONS

FULL PAGE:	7.875" x 10.375"
FULL PAGE w/ Bleed:	8.625" x 11.125"
HALF PAGE VERTICAL:	3.75" x 10.375"
HALF PAGE HORIZONTAL:	7.875 x 5"
QUARTER PAGE:	3.75" x 5"
EIGHTH PAGE:	3.75" x 2.5"



## REQUIREMENTS

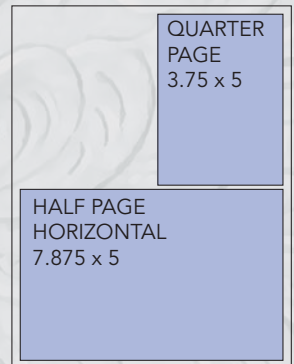
- Ads must be produced to specific size (i.e. full page, half page)
- Minimum resolution of 300 dpi
- Black and white ads must be saved as grayscale
- All color ads must be CMYK. No RGB, Lab or Index colors

## ACCEPTABLE FILE FORMATS

- Adobe Acrobat pdf file, 300 dpi with all fonts embedded, CMYK color
- HI-RES JPEG files or Photoshop (PSD) - Resolution must be 300dpi at final ad size, CMYK color
- EPS or Adobe Illustrator Vector Artwork- All fonts should be outlined or included, CMYK color

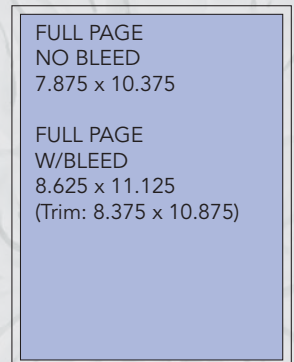
DO NOT use Microsoft Office products to create artwork.

If you have a layout, include all images, graphics, and fonts used and we will re-create the ad based on your layout.



## ELECTRONIC AD SUBMISSION

Ann Bleiker  
 Phone: 719-330-4293  
 email: ableiker@yahoo.com



WPRN does not accept responsibility for the printing quality of digitally provided ads.

## 2014 AD DEADLINES

ISSUE DATE	SPACE DEADLINE	COPY DEADLINE
January	December 5th	December 10th
February	January 5th	January 10th
March	February 5th	February 10th
April	March 5th	March 10th
May	April 5th	April 10th
June	May 5th	May 10th
July	June 5th	June 10th
August	July 5th	July 10th
September	August 5th	August 10th
October	September 5th	September 10th
November	October 5th	October 10th
December	November 5th	November 10th

## 2014 RATES

	1x	6x
4-Color		
Full Page	\$695	\$660
Half Page	\$450	\$430
Quarter Page	\$290	\$275
Black & White		
Full Page	\$395	\$375
Half Page	\$250	\$240
Quarter Page	\$165	\$155
Eighth Page	\$100	\$95

# WOMEN'S PRO RODEO NEWS



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Below are the available ad sizes for placement on [www.wpra.com](http://www.wpra.com). All ads must be gif, jpg or png, not to exceed 20k.

## HOME PAGE

HALF AD  
120 x 60 pixels

SQUARE AD  
120 x 120 pixels

VERTICAL AD  
120 x 240 pixels

Half ad .....	\$125
Square ad .....	\$145
Vertical ad .....	\$250
Banner ad .....	\$250
Double Banner ad .....	\$350

## INTERIOR PAGES

BANNER AD  
100 x 600 pixels

NOTE: ACTUAL BANNER SIZE IS LARGER THAN THIS REPRESENTATION

DOUBLE BANNER AD  
200 x 600 pixels

NOTE: ACTUAL BANNER SIZE IS LARGER THAN THIS REPRESENTATION

A 15% discount will be applied to any ad that runs for six months or more