



COVER PHOTOS BY LAUREN GALL AND JULIA SHELburnE-HITTI

2021 MEDIA KIT

DIAGONALS
A PUBLICATION BY SADDLE & BRIDLE



PHOTO BY AVIS

OUR MISSION

To help educate and elevate novice riders and encourage newcomers to join the exciting world of show horses.

diagonals

WHAT IS DIAGONALS?

Diagonals is the first magazine exclusively for the show horse novice. It is a 48-page magazine, published twice annually, in the early summer and the late fall.

Through educational articles and fun activities, Diagonals brings its readers one step closer to the world of saddle seat show horses. Some of those readers are novice saddle seat riders, while others are getting their first look at what saddle seat riding has to offer.





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PRINT AUDIENCE

Diagonals is for anyone who loves horses, with a special focus on those new to the sport of saddle seat riding. The majority of its subscribers are young equestrian girls, ages 6-12. However, its readership spans all generations, as Diagonals is distributed at horse shows and expositions.



PHOTO BY JULIA SHELburne-HITTI



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ADVERTISING & RATES

ADVERTISING DEADLINES:

Fall/Winter Issue: November 1

Spring Summer Issue: June 1

*ALL AD PRICES INCLUDE FULL COLOR

Half Page - \$195

Full Page - \$350

Inside Back Cover - \$400

Inside Front Cover - \$425

Back Cover - \$500

DISTRIBUTION

Twice a year Diagonals initially prints 1,000 publications. The first of the batch is mailed to subscribers, while the rest are passed out at horse shows and expositions around the country.





PHOTO BY LAUREN GALL

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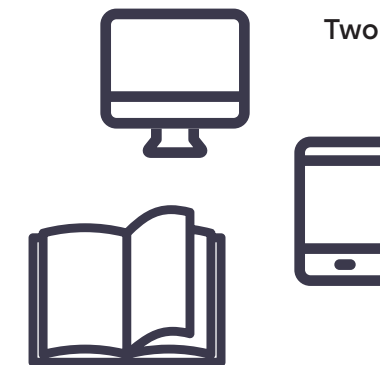
HISTORY OF DIAGONALS

Diagonals Magazine was founded in 2017 with the mission to help educate and elevate novice riders and encourage newcomers to join the exciting world of show horses. Its parent company, Saddle & Bridle, has over 90 years of experience promoting and supporting the American Saddlebred breed, and is proud to take this next step to better the show horse industry.

SUBSCRIPTIONS

ONE YEAR

Two Issues - \$16



CONTACT US

SUBSCRIPTIONS

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ADVERTISING

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