

The Aiken Horse

Editorial Schedule, 2010-2011

The Aiken Horse is a bimonthly publication with a schedule that follows the equestrian seasons in South Carolina. Because there are fewer events and less activity during the summer, we publish one issue (Summer) that covers the months of June, July and August. The September issue, which comes out the last week of August, is the indispensable guide to the fall season in Aiken. It circulates for 6 weeks. The remaining four issues, Oct/Nov, Dec/Jan, Feb/March and April/May cover two months of activity. The following are the publication dates for Volume 6, 2010-2011:

Issue Date	Deadline for Ad Copy	Publication Date
September	August 6, 2010	August 26, 2010
October/November	September 10, 2010	October 8, 2010
December/January	November 5, 2010	December 2, 2010
February/March	January 7, 2011	February 3, 2011
April/May	March 4, 2011	March 31, 2100
Summer	May 12, 2011	June 9, 2011

The editorial focus of each issue follows the Aiken seasons. There are also special sections and features planned for each month.

September

Disciplines: Polo, Hunter/Jumper, Dressage, Natural horsemanship

Features: Intercollegiate riding, Conditioning, Frontiers in veterinary medicine, Steeplechase, The World Equestrian Games

October/November

Disciplines: Polo, Foxhunting, Combined driving

Features: Winterizing the farm, Safety, World Equestrian Games, September results

December/January

Disciplines: Eventing, Foxhunting, Polo, Dressage, Driving, Cutting

Features: Farm equipment, Tack & supplies, Gift guide, Baroque breeds, Stallions

February/March

Disciplines: Eventing, Foxhunting, Cutting, Racing

Features: Breeding, Foals, Stallions, Rehabilitation

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April/May

Disciplines: Hunter/Jumper, Eventing, Gaited Breeds, Polo

Features: Fencing, Footing, Barn building, Education, Rider fitness

Summer

Disciplines: Trail riding, Polo, Ranch Horses

Features: Horse health care, Feeding, Pasture management, Riding vacations

Regular Features

Every issue has a number of regular features and columns. These include:

News & Notes: What's new and noteworthy on the Aiken scene

The Secret Lives of Horses: Life story of an older, retired horse living in Aiken

Ask the Judge: Questions and answers with Amy McElroy, a dressage judge

The Aiken Horseman: Photo essay about Aiken's horses and horse people

Calendar of Events: Everything that's happening in the region

Classifieds & Directory: Where to find what you need or advertise what you have

Profiles: Stories about Aiken's horses and horsemen

History: We love Aiken's rich history, and include frequent historical pieces.

Our Readers

Our readers are a diverse group. The majority of them are horse owners, riders or trainers. We also have a loyal following in Aiken's community of older, retired people who love horses. A great many horse people come to Aiken as seasonal visitors, or move to Aiken from other parts of the country because they are attracted to the horse community here. Because of this, *The Aiken Horse* is not just a great place to advertise and publicize equestrian items and events. It is also an excellent place to reach people who might be looking for regular services in the community, including health and dental care, shopping and dry cleaning solutions, gyms and spas, restaurants and hotels.