

Photo Guidelines

Welcome to Horse Illustrated! Horse Illustrated is one of the nation's largest equine publications, and we pride ourselves on providing quality illustrative photos to our readership. We are pleased to offer our photographers some of the most competitive rates in the equine industry. Horse Illustrated strives to have images that are unique to its pages.

HORSE ILLUSTRATED is a magazine directed toward adult horse owners. Please study a copy of the magazine before making your submission. That way you won't be sending us photos that are inappropriate for our content.

Safety and responsible care are the keynotes of our editorial content. Therefore, photos must depict healthy horses (unless submitting photos for a particular article on unhealthy horses), well-appointed riders (no shorts, bare feet or other inappropriate riding attire) and horses, and handlers using safe practices.

Hunt-seat, show jumping riders and dressage riders schooling should be wearing safety helmets. Please learn the difference between an ASTM-SEI approved helmet and a "for apparel only" riding hat. We will not be accepting any photos of riding hats. There are minor exceptions. 1) Dressage riders who are showing above 4th level normally wear top hats, so this is acceptable while showing; 2) international riders of all disciplines who may not choose to wear a helmet. 3) Western riders of any disciplines. Western riders must be wearing western hats. No BARE HEADED shots or photos of riders wearing BASEBALL CAPS will be accepted. (NOTE: if setting up your own shoots, why not invest in an up-to-date, low-cost schooling helmet to put on your subject?)

YOUR PHOTOGRAPHIC SUBJECTS: Select individuals who are attractive, with well-groomed, fit horses wearing clean, up-to-date tack and equipment. We know that in the real world, a lot of riders grab their grubbier clothes, whisk a little dirt off their pasture-kept horses, saddle up and go. Magazines, however, are not "reality TV." We want to show our readership how to put their best foot forward. We are reporting on trends. We do not want to show dated apparel, worn out tack and sloppy appearances.

Ditto for your location. Select an attractive, uncluttered background. Move the collection of broken jump standards out of your shot. Tidy up the barn aisle before shooting. Grab a pitchfork and get the manure out of your frame. These little details don't go unnoticed by the reader. Ask yourself if the horse, rider and background are worthy enough to be in YOUR shot.

STOCK: We are always on the lookout to update our files with digital stock. We draw from these files for every issue. (We will assume CDs of digital images need not be returned, unless otherwise indicated.)

Stock needs include: general and seasonal horse care, grooming, equine nutrition and feeding, horse health, veterinary and farrier care, trail riding, English and western show and schooling shots, as well as photos that illustrate the horse/human bond.

We are constantly in need of quality photos of problem behaviors of horses for our training columns, and medical ailments for our veterinary column. If you are shooting "naughty horses" you must submit a model release with the photos for any taken on private property (i.e. not a show).

RATES:

\$250 – cover photo

\$250 -- centerspread; two-page spread

\$150 – partial page spread (photo that is larger than a full page and goes across gutter of magazine but is less than a two page bleed)

\$ 100 – Full page color

\$ 65 – Partial page color

\$ 25 – if a photo used in a feature is also included on the Table of Contents

A specific photo needs list is available upon request. When photos are submitted for a particular use or article, they are reviewed during the production schedule for that issue. Contracts are written for the photos selected, and need to be signed and returned to our office.

Payment is made upon publication. Our rates are paid according to the size that the photo appears in the magazine. For



example, a color photo on the cover is paid \$250, while a color photo used in a smaller format is paid \$65. We buy non-exclusive rights for one North American edition of the Magazine and one of each foreign language edition of the Magazine. What to Send

High-resolution digital images are our preferred format. Please submit digital images on CD, according to the instructions below. We are unable to accept e-mail submissions for review, even low res. CDs have only ONE subject per CD on them. If you are shooting a couple different topics, send one CD per topic. Label each CD with your name, and the topic of each. Each CD must be accompanied by a color thumbnail printout (digital contact sheet). No CDs will be reviewed without them. Each CD must be accompanied by a caption list or other identifying information.

Professional-grade equipment is a must to achieve the size and quality image we require. The highest setting on the camera should be used for maximum resolution and file size. Only tack-sharp images will be considered. How and Where to Send It

With each submission, please include correspondence that details what article your work should be considered for. Please include your social security number (or taxpayer ID) on your correspondence to expedite payment. Each shot should be labeled with your name, address and phone number. Information about the subject (breed, event) should also be included.

Please mail submissions to us at:

HORSE ILLUSTRATED
P.O. Box 8237
Lexington, KY 40533
Attn: Elizabeth Moyer, Editor

For UPS or overnight deliveries:

HORSE ILLUSTRATED
2008 Mercer Road
Lexington, KY 40511
Attn: Elizabeth Moyer, Editor Returns

We will assume CDs of digital images need not be returned, unless otherwise indicated. If you would like your digital submission returned, please include a self-addressed, stamped envelope with enough postage for return of your photos. We cannot be responsible for lost or misdirected mail.

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