

THE VANNER

www.thevanner.com

2024 MEDIA KIT



Samantha Dawn

The Organization

Moving the Gypsy Vanner breed forward

BREED PRESERVATION THROUGH

EVALUATION, REGISTRATION AND EDUCATION



Established in 1996

Email Us at gvhs@vanners.org
Or call toll free (888) 520-9777

ADVERTISE IN THE VANNER MAGAZINE



Going into its second decade of publication, the *Gypsy Vanner Horse Society* is pleased to offer its members and breed enthusiasts an official annual yearbook for the Gypsy Vanner Horse and the Society. The publication is *The Vanner*, and the 2024 edition will be ready for distribution mid-summer 2024. This high-quality, full-color publication will be showcased in readers' homes throughout the year!

**A North American
and International
Readership of Over 15,000
Breeders, Owners,
Exhibitors, Trainers,
Judges and Enthusiasts!**

This year's theme is **The Gypsy Vanner: Breeding and Foaling**. Where there is a Gypsy Vanner involved there is always an adventure, even when it comes to breeding and foaling. This edition will feature stories of breeding and foaling; the good and the challenging. Share your successes and what made it work. Share technical expertise as well as beginner stories.

Readers of this annual yearbook are provided with informative articles about the Gypsy Vanner Horse breed and the GVHS Registry, full-color photos celebrating 2023 award winners, profiles highlighting member farms and their activities with their Gypsy Vanner horses, training and grooming tips, health & welfare guidance, and much more!

Again, this year, the GVHS will offer a 16-page pull-out Kids Edition booklet and the opportunity for a limited number of advertisers to purchase enhanced fold-out ads.

There are limitations on available advertising space and a waiting list will be made and honored in order of expressed interest. Do not be disappointed! Book today. Ad space is reserved with a 50% deposit, with the balance due no later than the submission deadline. Do not miss the opportunity to advertise your farm or breeding program in this annual publication with distribution to all GVHS members and at major events throughout North America and Internationally, reaching an audience of over 15,000 equine enthusiasts.

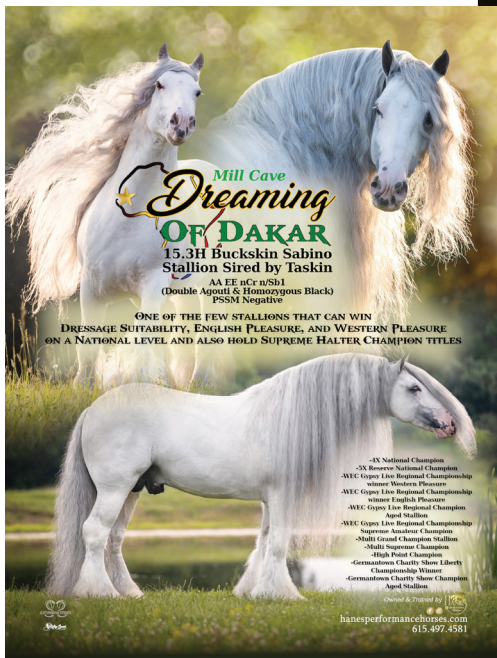
**Affordable
Advertising
Rates!**



CONTENT GUIDELINES

All advertisements must honor and respect the Gypsy Vanner Horse Society and the Gypsy Vanner Horse. Within the publication, GVHS registered horses will be referred to as Gypsy Vanner Horse, Gypsy Vanner, Vanner Horse, or simply Vanners.

Where the farm name or logo refers generically to gypsies, gypsy horses or gypsy cobs, we ask that advertisements also include prominent reference to the farm's support of the GVHS and/or dedication to the Gypsy Vanner Horse breed. All horses named/featured in advertisements must be GVHS Registered. Advertisements must not contain information regarding other gypsy horse associations/registries. The GVHS reserves the right to reject or to edit submissions to support these guidelines.



DEADLINES FOR SUBMISSION:

- **Print Ready Artwork:** April 30, 2024
- **Graphic Design Services:** April 1, 2024

Where Do I Submit My Ad?

Please submit all print-ready artwork to the publications coordinator, Heidi Schlenker, at gvhspublicationscoordinator@gmail.com, or upload your camera-ready ad to the online form located at www.thevanner.com by the submission deadline.



PAYMENT METHODS & PRICING

Three Easy Ways To Pay

ONLINE: Pay online by visiting <https://www.thevanner.com/category/the-vanner-magazine-advertising>
Just click on the advertising option you would like to purchase in the online store, and check out!

PAYPAL: Pay via PayPal to gvhs@vanners.org

MAIL A CHECK: Mail a check to Gypsy Vanner Horse Society, P.O. Box 317, Iola, WI 54945



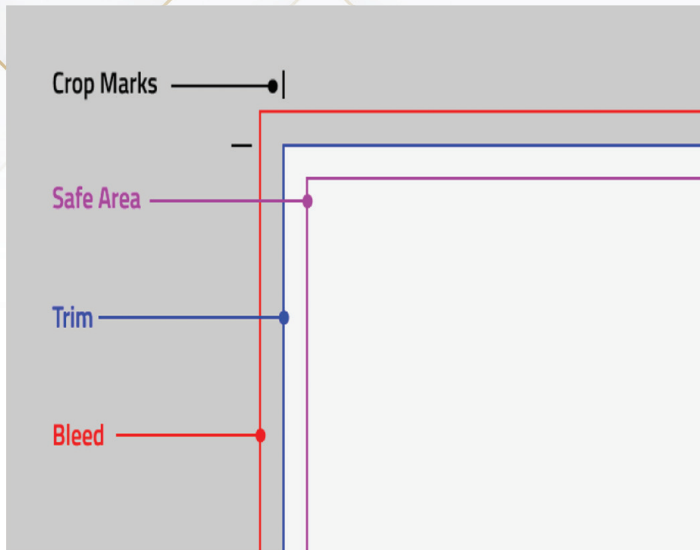
SPEC SIZES AND PRICING

SIZE ¹ .	Rate ² .	Dimensions/Description
BACK COVER	\$3,000	8.25" x 10.75" (trim) CMYK, 300dpi 8.5" x 11" (full bleed)
4-Page FOLD OUT ^{4.5} .	\$2,000	15.75" x 10.75" (trim) CMYK, 300dpi 16" x 11" (full bleed)
FULL PAGE ^{4.5} . inside covers	\$900	8.25" x 10.75" (trim) CMYK, 300dpi 8.5" x 11" (full bleed)
FULL PAGE ^{4.5} .	\$800	
2-PAGE SPREAD ^{4.5} .	\$1500	16.5" x 10.75" (trim) and 1" gutter in center CMYK, 300dpi 16.75" x 11" (full bleed)
HALF PAGE	\$400	Vertical: 3.5" x 9.875" CMYK, 300dpi Horizontal: 7.375" x 4.75" CMYK, 300dpi
QUARTER PAGE	\$225	3.5" x 4.75" CMYK, 300dpi
BUSINESS CARD	\$125	3.5" x 2" CMYK, 300dpi
Breeder's Directory ³ .	\$50	Text Listing Incl: Name, Farm Name, Address, Telephone, Email, website/social media address and referral to AD page # if applicable The Breeder Directory form must be signed and returned to office.
Stallion Directory	\$200	IMAGE: 2.875" x 2.25", plus relevant stallion information (Please complete the Stallion Information Form when booking a listing).

SPEC SIZES



1. The GVHS reserves the right to limit the total ad space sold to individual advertisers.
2. If you need graphic design services to create your ad these are billed separately. Contact stallionflyers@gmail.com or call (972) 750-8278 to discuss this additional service. The GVHS can also refer you to a list of graphic designers.



3. A listing in the *Breeder's Directory* includes a \$50 discount for ½ page or larger ad in The Vanner.
4. Each full-page ad includes one (1) complimentary *Stallion Directory listing* (foldout includes four (4)).
5. **Bleed, trim, and safe dimensions for FULL PAGE AD Design:** Except for the front inside cover and 2-page spreads, all full-page ads are placed on the right-hand side of the magazine. When designing your ads, please consider the following:

Trim Size (in the table above) represents the final dimensions of your ad. However, artwork and photographs must extend beyond the trim size (see "bleed" below) to avoid narrow slivers of white at the edge of your ad once it is cut to size.

Bleed (add 0.125 inches to all outside edges) is the portion of your design that extends past the trim size. Bleed is cut off when the publication is trimmed to the final size. Its purpose is to make sure your design or image reaches the very edge of the page without leaving any unsightly white edges.

Safe Margin is a margin inside the trim (0.375" from outside edges and 0.5"- 0.625" from gutter). The resultant safe page area is a smaller dimension than your final ad size and this is where you should place your most important information and graphics of your design. The safe area also accounts for the gutter of the publication and how easy it will be to see content in the center of a magazine spread.



ARTICLE SUBMISSIONS

International Connections

One of the most exciting things about being involved with the Gypsy Vanner Horse breed is the international reach of this organization. It is stimulating to be involved with an organization that not only reaches out to local family and friends, but has affiliations across the nation and around the world. The January 2023 New Member list contains names of people not only from all around the USA, but also new members from Russia, Ontario and Quebec, Canada.

The international connections date back to the creation of the Gypsy Vanner Horse Society (GVHS) in 1996.

At that time, Dennis and Cindy Thompson established the GVHS after discovering and importing Gypsy Vanners from the United Kingdom to the United States. Since then, GVHS has grown to maintaining over 10,000 Gypsy Vanners in their registry. Over the years, the international connections stayed strong for GVHS, as horses were imported to the United States, and horses bred in the USA were exported internationally. The reality of all of this, was brought home to me when in November 2022, I was

invited to Bogota, Columbia to give a clinic, complete evaluations, and judge their national horse show. On behalf of the Asociación Colombiana de Caballos Gypsy Vanners (ACCGV), Juan David Carallo, the ACCGV's President, and Maria Isabel Rodriguez M., the GVHS Colombian Representative and a ACCGV Board member reached out to Wayne Hipsley and myself to ask us to come to Bogota, as educators we were invited to educate the Colombian members of the GVHS and ACCGV in determining the overall quality of their horses and advising their members on the importance of criteria



for understanding the breed standards." Wayne put together a wonderful PowerPoint for the clinic, but at the last minute became ill and could not attend. I graciously gave me permission to use his PowerPoint for the clinic. I attended the event as the lone educator. The event was held at the Escuela de Indústrias Muestreadas Ecuatónicas (Ejército), in Bogota. The military facility was amazing! The covered arena and seating areas were filled with fresh flowers, with the scent of the roses permeating the air. The stabling offered large, handsome stalls, with wonderful outdoor and covered warm-up arenas. Some people drove over 24 hours through the mountains to bring their Gypsy Vanners to be evaluated and/or show.

Over seventy Gypsy Vanners registered to be evaluated. A Gypsy evaluation is designed to maintain the quality of the breed and the integrity of the GVHS commitment to the breed standard. Horses who are evaluated can be awarded stars, with 5 star being the highest rating.



Each horse enters the arena with a handler. The National Evaluators assigned to complete the evaluation, examine each horse individually for conformation defects, attitude, soundness, and way of travel at the walk and jog/trot as it is led on a large triangle.

The evaluators judge each horse first standing as the evaluator walks around them, checking their height, head, neck, body, fore legs, and hind legs. Then they score their movement at the walk and jog/trot going away, profited, and coming back towards the judge moving on a triangle. Each horse must move straight and true representing the best qualities of the Gypsy Vanner in their overall impression and presentation of breed type. After the evaluation is completed and the evaluator's scores



are tabulated, the evaluators take time to discuss their results with the owner. Most horses, under the age of 3 are recommended to return for a re-evaluation when they are older and more fully developed. Evaluations are completed, in hand, ridden English, ridden Western and drives.

As an equine evaluator, we never outgrow our enthusiasm from our kindergarten "Show and Tell" experiences. Nothing is more fun than reviewing horses, sharing their potential with their owners and handlers, or turning to see a future 4 or 5 star Gypsy Vanner enter the ring. Some horses take your breath away. I had that experience in Bogota. Maria and members of ACCGV graciously met me at the airport and gave me a fun introduction to Bogota before checking me into the Bluebirds Hotel. The next morning after a wonderful breakfast, we traveled to the show grounds to set up and prepare for the clinic. There, I was introduced to the group of students who helped provide the extra labor in putting on the clinic, the evaluations, and the horse show. They were all veterinary students from the University of La Salle and the University of San Martin. Dr. Jorge Pinzon was their advisor. His students



contributed to the efficient organization of the event in so many ways. Some served as translators, others measured horses, handled the linens and out-gars, or worked the table. They were all knowledgeable, willing to pitch in whenever they were needed, and did not complain even as we started early and worked late into the night.

The first morning, members of the military at the base showed us to a spacious classroom that helped to set up the audio-visual system needed for the clinic. I was

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This annual yearbook is designed to provide educational information on the Gypsy Vanner Breed and the GVHS Registry as well as celebrate members' accomplishments in the show ring and participation in other equine

activities (parades, expos, therapy horses, endurance and trail riding, etc.).

We invite industry professionals and GVHS members and owners to submit articles that can be included under one of the following sections:

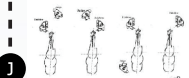
- GVHS Mission and Goals
- Defining the Vanner Breed
- The Gypsy Vanner: Breeding and Foaling
- Vanner Versatility
- GVHS Industry Partners: US Dressage Federation, American Driving Society, Equine Trail Sports, Western Dressage Association of America, USA Working Equestrian
- 2024 Awards and Recognition
- Vanner Health & Welfare

Perfecting Showmanship

Showmanship. It truly is one of my favorite classes! There is nothing better than watching a horse and handler in perfect harmony perform in showmanship!

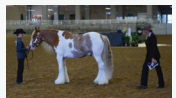
When done correctly, Showmanship should be the dancing. Precise foot work is a must, not only does it give a more confident picture, but it also helps the horse know where to go. The definition of showmanship is literally in the name, the art of helping a showman. To confidently show off what you and your horse can do. After all, 60% of your total score is based on your ability to show your horse.

Anytime I get a new client, I always have them start practicing Showmanship without the horse. Practicing crossovers in front of a mirror, making sure that each step is perfect. Writing on transitioning from a walk position to a pivot stance in a fluid motion. Thinking about which leg should indicate to a horse that a departure is coming. Which leg should communicate a stop. Backing all of these steps without the horse typically has better results. Learning the quarter system is also a must for each exhibitor to master. When stopping at the judge



the pattern will call for an inspection. The exhibitor should set the horse's feet square and indicate to the judge they are ready with a small step away from the horse. As the judge walks around the horse with each crossover in front of the horse with each "quarter" the judge's passes, the goal is to ensure that the exhibitor can see the judge but not block the judge's view of the horse. For any beginner to the class I would highly recommend backing up videos for visual reference of the different quarters!

Just as important as the exhibitor's preparation in making sure the horse is ready to compete, to perform in a Showmanship class, a judge needs to stand quietly, know how to set his feet quickly, respond to cues for upward and downward motion, back up with little grunting, and give keeping the right hand free platform. Sounds easy right? This takes definition, months of practicing!



When teaching a horse how to do showmanship typically the first item I focus on is setting the feet. The horse needs to understand that you are asking for all four feet to be "square". This takes a lot of patience. I start by getting the horse to understand moving one foot at a time with pressure on the lead and build up from there. It is easier to work on getting the horse to walk and trot fairly next to you. Moving the shoulders for a pivot can only happen once the horse is really comfortable with you handling it. To start, put gentle pressure on the horse's shoulder and give some kind of vocal cue like a kissing sound. The only goal should be to get the left front leg to cross over the right front leg for one step. You can slowly build from there until you have multiple steps of a pivot and eventually won't have to use your hand or the sound to cue.

After the horse and exhibitor know the individual maneuvers, it is time to practice patterns. I try to break up the pattern for my clients, practicing each piece to get it perfect, before putting it all together. Remember that each maneuver in the pattern is judged individually. It is important to show the completion of each piece of back before moving on. There is a real balancing act to make the whole pattern flow together like dancing a waltz with your horse! The final piece of the puzzle is deciding to inspect! I tell all my clients, as a judge typically have an idea of the placing off of my first impression of the exhibitor.

Most important when training a new horse is to take it slow...

Finally, the horse needs to be comfortable backing, and because this is not a natural motion for horses it can be tricky. To work on backing you should take it one step at a time, gently pushing on the lead while walking a step straight towards the horse. After the horse backs one step, walk him forward and reward. The goal is to eventually have the horse willing take 5-6 steps backwards, mainly off of body language.

Most important when training a new horse is to take it slow, build up each day on what they learned the day before, and don't back out or reward your horse when they do something right. Please note that while rewarding and guiding the horse through touch is a great tool, when backing, absolutely no physical contact should be made between exhibitor and horse in the show ring.



set up waiting at the cone. This does not mean you must go out and buy an expensive outfit! Whether you have jeans and a western shirt or a jacket or a jacket full of crystals, wear something that makes you feel comfortable. However, it is DRESSING! From head to toe it needs to work together. Hair should be clean and long enough in the arms, pants should be neat and safe, top should be well fitting in the waist and long enough in the arms, pants should be neat and allowing for some flare around the boots, pants should be long enough to have about two inches on top of the boot, boots should be clean. Color choices of your outfit should be eye catching but should work together and make sense as a whole. The last thing you want is the judge so distracted by your outfit that they forget the incredible pattern you perform! Showmanship is such a fun class! It is a great way to form a bond with your horse before you even get on their back! From young horses to old, child to adult, it is never too early or late to try a new class! Lastly, I always encourage everyone to ask for help! If you are confused or need guidance jump on the web and look up videos, read articles, or ask someone at a show!

Article Written By Rebecca Van Tassel, GVHS Member, CVHS Colored Judge, North Carolina

ARTICLE SUBMISSIONS



Feature Articles

For educational sections, preference is for contributions that are Gypsy Vanner/equine-related, informational, training, or how-to articles, but all ideas are given consideration. Generally, educational articles should be written in the third person and be based upon well-established practices and standards and published/recognized industry references. While horse and farm names may be referenced in explaining and supporting the information presented, these articles are not meant to be written as “advertorials” or firstperson “opinion” pieces. Try to keep article submissions to less than 2000 words when possible. Personal stories told from a first-person perspective (...Breeding and Foaling) are encouraged to provide a unique perspective about the Gypsy Vanner breed.

Event Write-ups

News stories should include a synopsis of the event (who, what, where, when, and why) and photos. Submission length should be commensurate with the scale of the event, i.e. for a one-day local event, 300 words and 1-2 photos, whereas for a large-scale event, 600-800 words, and several photos would be appropriate.

Photographs

The GVHS accepts high-resolution color photos (minimum 300 dpi, at least 4x6 inches) to accompany articles and news stories and to highlight the various annual GVHS awards. If you are submitting photos for publication in the magazine and they are taken by a professional photographer, it is your responsibility to obtain appropriate permission from the photographer. The GVHS may request a copy written verification of license /permission to use. The GVHS will reject photos containing a photographer’s watermark indicating photo is a proof or for limited use only. All photos should be clear, with non-busy backgrounds whenever possible. Ideally, awards photos will show your Vanner at its best; well groomed, exhibiting the look, performance, and value that is the Vanner.

General Guidelines:

1. All articles and advertisements must honor and respect the Gypsy Vanner Horse Society and the Gypsy Vanner Horse. Within the publication GVHS registered horses will be referred to as Gypsy Vanner Horse, Gypsy Vanner, Vanner Horse, or simply Vanners. Horses featured in articles must be GVHS Registered and the articles must not promote other gypsy horse Associations/ Registries.
2. All articles should be submitted in either Word (.doc) or Rich Text Format (.rtf). Submit photos to be considered for inclusion with the article.
3. Writers may submit more than one article, however, based on the page limit for the publication and the number of submissions we receive, not all articles submitted may be selected for publication.

The GVHS reserves the right to reject or to edit any articles or content submitted to support these guidelines. It is always a good idea to query us prior to submitting. Please send queries, with an outline of what you plan to write about, to gvhspublicationscoordinator@gmail.com
Do not miss the opportunity to contribute to this Annual publication with distribution to all GVHS members and at major events throughout North America.

SUBMISSION DEADLINE: April 30, 2024

Direct questions and submissions to: Heidi Schlenker at gvhspublicationscoordinator@gmail.com