

Feed & Nutrition Guide

Trainer
MAGAZINE

The essential guide to
supplements and feeds
for the thoroughbred



NEW TO NORTH AMERICA FOR 2024
Act now to get your products included!

This invaluable and easy-to-use guide to compliant feeds and supplements is purposely designed with trainers and breeders in mind, with products categorised by their areas of application.

- ▶ Products are indexed in A-Z format by condition covering key areas such as: Anti-Inflammatory, Calming, Digestion, Gastric, Hoof Care, Immunity, Joints, Mineral / Electrolyte, Nutrition & Respiratory.

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4 reasons why you should include your products in the The North American Feed & Nutrition Guide 2024

1 It is a trainer's annual go-to reference guide to supplements and feeds.

Purposely designed for trainers & breeders, with compliant products categorised and indexed by their areas of application.

[View our 2023 European edition here](#)

2 Sent to a targeted audience

The definitive guide to Equine feeds & supplements will be published with the Triple Crown issue of *North American Trainer* and will give those listed unique access to those responsible for the day-to-day training & breeding of over 80,000 thoroughbreds.

3 It is cost-effective

The publication lasts a whole year and the price includes insertion in both print and e-zine formats. Listing pages and a handful of prime display advert options are currently available.

[View sample listings pages here](#)

4 It is easy to be included

Once you have booked, simply complete our online questionnaire and send us your desired images (hi-res jpg format), and we will set your listing pages for you with the page design included in the price.

[**anderson-co.com/na-fng**](http://anderson-co.com/na-fng)

ADVERTORIAL LISTING PAGES	1-2 PAGES	3+ PAGES
LISTING PAGE RATE	\$975 <i>(price per page)</i>	\$795 <i>(price per page)</i>

(Page design included in rate)

DISPLAY ADVERTISING	1 PAGE
OUTSIDE BACK COVER	\$1895
INSIDE FRONT COVER	\$1595
INSIDE BACK COVER	\$1395
1st RIGHT HAND PAGE	\$1190
2nd RIGHT HAND PAGE	\$1090
CENTER SPREAD	\$1595

(Rates based on materials supplied)

SCHEDULE	DATE
BOOKING DEADLINE FOR LISTINGS	Tuesday 19th March
BOOKING DEADLINE FOR ADVERTS	Friday 22nd March
MATERIAL DEADLINE FOR LISTINGS	Monday 25th March
MATERIAL DEADLINE FOR ADVERTS	Wednesday 3rd April
ALL LISTINGS TO BE SIGNED OFF	Wednesday 3rd April



Anderson & Co
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To get your products included, please call

Giles Anderson on (859) 242-5025 (USA)

01380 819290 (UK) / 041 971 2000 (IRE)

or email ads@anderson-co.com

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