

# QUARTER HORSE NEWS

If you've been to a major reining event in the past several years, you've probably seen a *Quarter Horse News* employee running around with a camera and tape recorder, capturing the action in the arena and the faces behind the scenes. That's because *Quarter Horse News* covers more reining events in person than any other magazine – print or digital.

From major event coverage, participant profiles, how-to articles and informative columns, *Quarter Horse News* is the best media source available for information about the horses, people, movers and shakers that comprise today's competitive reining industry. Because *Quarter Horse News* is an independent publication, it has gained a reputation for reporting on controversial and sometimes difficult issues, always presenting balanced viewpoints from both sides. That will never change.

Both in print and on the web, *Quarter Horse News* is the most comprehensive source for news, statistics and results in not only reining, but also cutting, reined cow horse and other Western performance disciplines. Its website, [www.quarterhorsesnews.com](http://www.quarterhorsesnews.com) is recognized as a highly credible source of current news, statistics and sale results from all corners of the performance horse industry.

With more than half a million fans, the *Quarter Horse News* Facebook page is among the busiest and most popular in the equine world. That kind of depth allows *Quarter Horse News* to reach people inside and beyond the performance horse industry, around the globe. From Facebook to Instagram and [www.quarterhorsesnews.com](http://www.quarterhorsesnews.com) to YouTube, *Quarter Horse News* readers are always on the breaking edge of the news. Additionally, every other week, the *QHN Insider* arrives in the email boxes of thousands of subscribers.

The *QHN Insider* underwent a content and format redesign in 2016 to better serve the needs of its readers. The web-based newsletter is emailed to subscribers every other week. *QHN Insider* subscriptions are free – a simple sign-in is all that's required! Each *QHN Insider* is full of true “insider information” for the reining, cutting and reined cow horse industries.

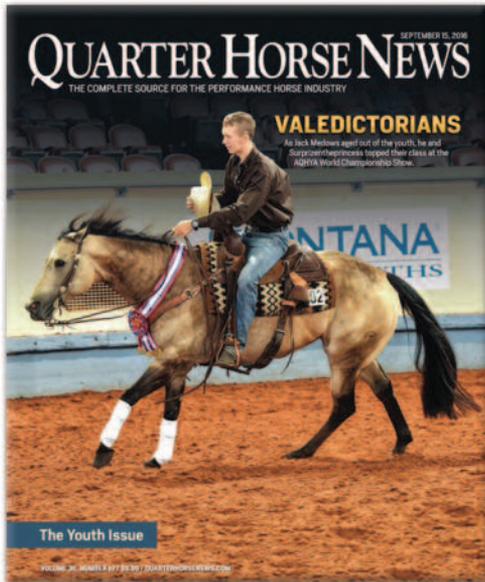
One of the most popular additions to the *QHN Insider* is the regular column *In the Blood*, penned by bloodstock analyst Larry Thornton. In every issue, Thornton takes an in-depth look at the pedigree of a top performer, breaking down the bloodlines and analyzing how they combined to produce a champion. Recent *In the Blood* columns have taken a look at such top reiners as 2016 Non Pro World Champion Gotta Nifty Gun and 2016 NRHA Futurity Level 4 Open Champion Spooky Whiz.

*QHN Insider* readers also enjoy *In the Past*, a look back at the horses, horsemen and horsewomen who defined the Western performance horse industry during the early years and built it into what it is today. Whizard Jac and Mike Florida made a recent appearance in *In the Past*, as did Lady El Dorado and Bob Loomis.

Savvy businessmen benefit from the sale analyses found in the *QHN Insider's* *In the Money*, which often provides a unique look at sale graduates in major aged events, as well as sale statistics that can't be found anywhere else. And speaking of statistics, *In the Stats* offers a look at the history and leaders of major limited-age events throughout the year. Of course, the *QHN Insider* wouldn't be able to provide any of this unique statistical data without the Equi-Stat database.

*Quarter Horse News* operates in connection with Equi-Stat, the comprehensive results database that was developed in 1985 by Morris Communications Co. LLC, the parent company of Cowboy Publishing Group and *Quarter Horse News*. Information researched and compiled by Equi-Stat enhances *Quarter Horse News* content and helps present a more accurate picture of the industry to competitors, breeders, owners and potential sponsors. With annual and lifetime statistics published every year for the reining, reined cow horse and cutting disciplines, *Quarter Horse News* is the one-stop shop to learn about the industry's leading horses, riders, sires, owners and breeders.





When it comes to breeding, *Quarter Horse News* is unparalleled in the tools it provides stallion and mare owners. The *QHN Stallion Register* is published every fall, providing complete biographies, statistical information and photos for hundreds of performance horse stallions. The print edition of the *Stallion Register* is distributed free of charge to all domestic *Quarter Horse News* subscribers and is available for purchase throughout the year.

New in 2017, the *QHN Stallion Register* unveiled an interactive website, [www.stallionregisterdirectory.com](http://www.stallionregisterdirectory.com). The enhanced site offers Equi-Stat stallion statistical pages online, with links to other Equi-Stat reports available for purchase. Users can search for stallions by name, fee, discipline and location. Are you looking for a performance stallion in Arizona with a stud fee between \$2,000 and \$2,999? The *QHN Stallion Register Directory* can easily narrow down the search!

*Quarter Horse News* is also the only source for up-to-the-minute sale results, in-depth analysis, historical perspective and information about buyers and sellers. The annual "Sales Price Guide" has become the blue book of the performance horse industry, providing prices and information on each and every horse sold during the prior year at the major public performance horse auctions.

*Quarter Horse News* began publishing December 5, 1978, as a weekly newspaper devoted to the Quarter Horse industry. Its Fort Worth, Texas, office houses executives, editorial, production, Equi-Stat and support staff for Cowboy Publishing Group, which is part of the Morris Media Network. Morris Media Network consists of five equine publications in addition to several other trade, outdoor, hunting and fishing publications.

As *Quarter Horse News* has evolved, so has the reining industry. As reining continues to grow and prosper, *Quarter Horse News* will be there, building the relationships, telling the stories and reporting the news for the reiners of today and the future. ♦

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Whether you're in the barn, in the pasture or on the road, the **QHN Insider** is your one-stop digital information source for the latest performance horse news.



**In the Blood: Spooky Whiz**

A collateral linebreeding pattern resulted in the NRHA Futurity Level 4 Open Champion.

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**Industry Insider With SDP**

There is a lot about the horse business that Shane Plummer finds gratifying, but one thing stands out.

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**In the Past: Living his dream**

It's been a long road to the NCHA Futurity Open winner's circle for Matt Gaines.

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**Contest Runs Nov. 15th – Dec. 23rd**

Drawing Dec. 28, 2016  
One Winner announced Dec. 30, 2016

**Breeding Giveaway!**

Enter for a chance to win a FREE BREEDING from one of our **Quarter Horse News Stallion Register** stallions!

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**In the Arena: NRHA Futurity**

Andrea Fappani won his third NRHA Futurity Level 4 Open after marking a 225.5 on Rancho Oso Rio's Spooky Whiz.

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