

EQUESTRIAN **MONTHLY** BUSINESS

Forward Features 2012

February

BETA preview
Spoga preview
First aid & injury
Let's talk products – Riding hats & gloves

March

Worming
BETA review
Spoga review
Let's talk products - Casual, competition jackets
& cross country colours
Diversification: pets, livestock & wildlife
Wholesale & distribution

April

Paddock maintenance
Laminitis & weight control
Let's talk products – Summer rugs

May

Summer horse protection
Best of British
Let's talk products – Horse boots

June

Grooming & coat care
Supplements
Let's talk products – Numnahs/saddle cloths

July

Olympics build-up
Hoof & leg care
Let's talk products – Body protectors

August

Bedding & stable hygiene
Clippers
Let's talk products – Winter rugs – turnout & stable

September

Horse & rider safety
Winter feeding/fibre & forage
Let's talk products – Winter jackets

October

Worming
Olympics review
What to stock for Christmas
Let's talk products – Jodhpurs, breeches & over
trousers

November

Media guide
Treats, licks & toys
Let's talk products – Short boots & half chaps

December

Winter ailments
Horse equipment
Let's talk products – Long boots

Each month will also feature:
Better Business, New to the Market, Ask the Experts, Secret Surfer & Question Time.

Editorial 1st of the month, one month prior to issue requested
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