

# PRODUCTION SCHEDULE

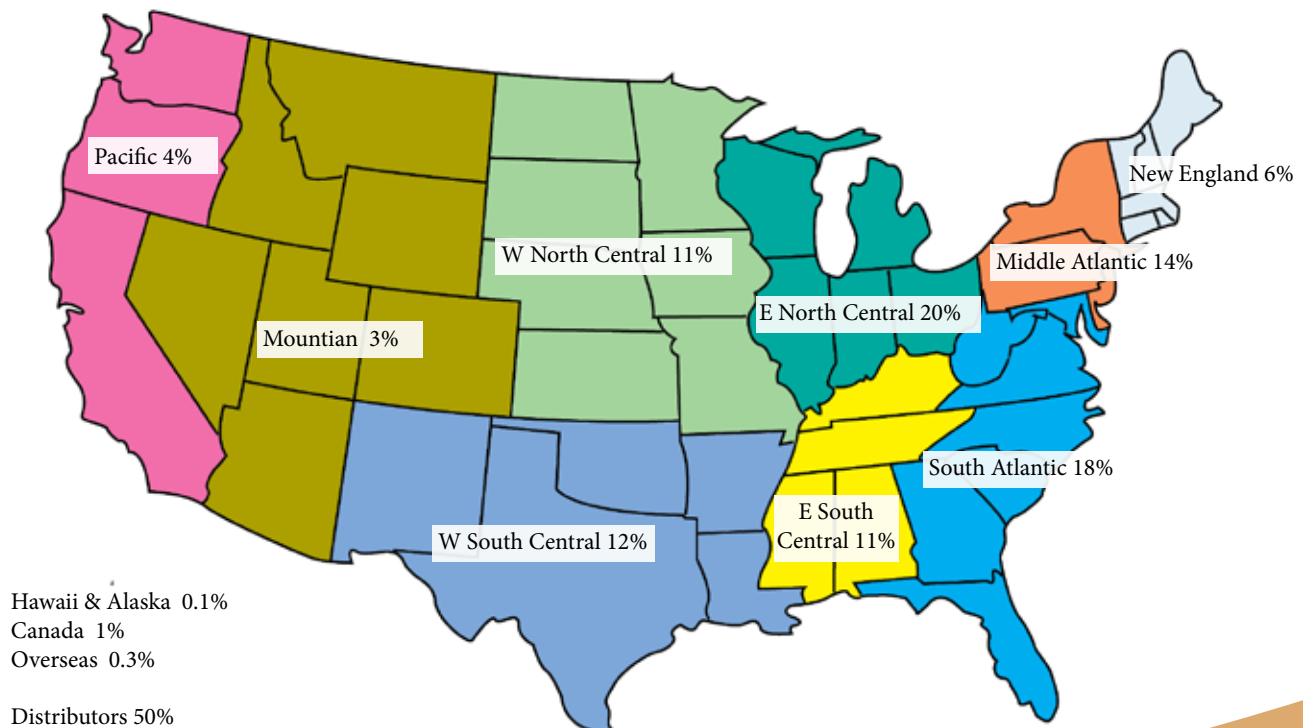
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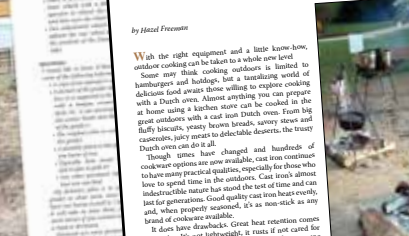
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Issue	Ad Deadline	Publication Date
Feb/Mar	December 10	Mid January
Apr/May	February 10	Mid March
Jun/Jul	April 10	Mid May
Aug/Sep	June 10	Mid July
Oct/Nov	August 10	Mid September
Dec/Jan	October 10	Mid November

# DEMOGRAPHICS OF DISTRIBUTION



## Putting a Team VI: Putting on the Harness



## Dutch Oven Cooking





# DIGITAL EDITIONS ONLINE

**Back Issues**

Aug/Sept 2011

June/July 2011

Evening 2011

April/May 2011

**Back Issues Available.**

**Reflections**

by Ralph J. Rice

I farm, but I work off my farm. I get it all done. I took an me and came up with two because I must manage it as my whole life is a mess.

My off farm work days are days I eat, sleep and do chore are fed, watered and bedded, anything else, otherwise I because the planned work balance. A positive feeling is My days off from work, I weather or foul. I keep two winter days that confine me other list is made up from e like planting or harvesting tal or woodcutting. Hay making and everything else waits, ex I balance my time and Ewes are bred to lamb on M planting is done and before The lambing is usually done I can attend to the flock if n and butchering we do in harvest is done. Maple syrup

**MANUFACTURING the ve WORKING TOOLS for Har Leathercraft.**

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**Interactive Advertiser Menu**

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BerryBrook Ox Supply  
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Bun Bag  
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Clark Bending  
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the spring plowing that turning them into the weeds and grass that leaves on the corn dropped field edges, the maturing corn. dry jobs and field nce allows for family re and not a burden. an hour, is good for a way so as to use my nes they work early in and finish a job in the animals are trained to ve gallon bucket. It's t very pleasing when ay from me. The older mals and, before long, head of hours. re done on rainy days nes and tails on the equipment or handy s when hot coffee and k when needed and a boys who have grown castrating and small and their schedule. It a time for father and of it as baling the old d management while am and sled through ets, feed the birds and snow. I delight in a few tife or just sitting close s and balance create. hand where my heart o busy making a living ms in northeast Ohio.

**Colorado Draft Horse & Equipment Auction**  
APRIL 15 & 16, 2011  
Adams County Fairgrounds, Indian Avenue, Brighton, Colorado  
(16 miles North of Denver)  
1.5 miles West of HWY 85 on 124th Avenue

Our auction will be made up of Draft Horses, Mules, Light Drafting Horses, and Ponies, along with Western Carriages, Horse-Drawn Farm Equipment, Harnesses, and Farm Related Antiques.

For further information contact:  
Harley D. Troyer  
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**WAVERLY MIDWEST HORSE SALE**  
**Spring Sale**  
**March 22-25, 2011**

**Largest Consignment Auction of its Kind!**

**Deadline for catalog listings: Jan. 31, 2011**  
Send by mail, fax or email. Please call us back to verify we received your consignment.

**Tuesday, March 22 & Wednesday, March 23**  
Tack & Horse-Drawn Equipment  
**Thursday, March 24**  
Cataloged Draft Horses, Hauling & Fjords  
**Friday, March 25**  
Finish cataloged horses, Draft Crosses, Draft Mules, Draft Horses, followed by Light Drivers, Ponies & Saddle Horses under Harness. Miniatures will sell at 5:00 PM in cattle ring.

There will be a non-refundable \$20 fee per head for every horse consigned to the sale. This \$20 fee per head must be sent in with all early consignments for catalog. The \$20 fee is charged on sale and no sale alike.

**NOTICE: NO SATURDAY SALE**

Download or view our catalog of Early Sale Listings and information on the upcoming horse sale on our website: [www.waverlysales.com](http://www.waverlysales.com)

Contact us for more information at:  
Waverly Midwest Horse Sale, PO Box 355, Waverly, IA 50677  
Telephone #319-352-2804 or 319-352-3175; Fax #319-352-5642;  
Email: [info@waverlysales.com](mailto:info@waverlysales.com)

Ron Dean, Manager  
David Boyer, Manager  
mailto: [waverlysalescompany@kca.net](mailto:waverlysalescompany@kca.net)

**PLAN AHEAD!**  
**FALL SALE: OCTOBER 4-7, 2011**

**Clickable Email & Website Links!**

## With an online version, your advertisements do double-duty.

All print subscribers have access to a digital, online version of the printed magazine where your message finds a new audience among digital-only subscribers, too! This version features a fully searchable database of advertisers in every issue including previous back issues. Websites and emails are clickable, sending prospective customers your way in just seconds!

Visit [www.ruralheritage.com](http://www.ruralheritage.com) and click on the Sample Issue in the upper right corner!



**Rural Heritage**

REPORTED THEIR ABILITY  
 RAISED BED GARDENING  
 FURNISHED CHICKENPOD DANCE  
 DOWNING FOR WELL WATER  
 UNCOVERED A HIDDEN GARDEN



## A man wearing a cowboy hat and a vest is driving a tractor in a field. The tractor is pulling a piece of farm equipment, and two brown horses are harnessed to it. The background shows a green field and some trees.

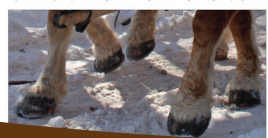
The summer of 2010 was a good year for growing corn. The rains were timely, and the weather was hot. It was also a good



## by Gregg Caswell

Horse shoes guard against injury and hoof wear. They can also be made to give traction and assure sound footing in adverse conditions such as snow, ice or pavement. Shoes are also used by veterinarians and professional farriers for correcting or protecting foot leg conditions. They are an mandatory in the woods.

Trimming and regular foot care is necessary to help the horse achieve optimum foot growth. The



the health of the horse and acts as a pump to push blood up the leg. Upon impact, the blood vessels in the foot expand. As weight is removed from the leg, the foot is gassed with fresh blood from the arteries; each foot is actually an auxiliary blood pump. The hydrostatic action of the blood ferries as efficiently as the rubber aids in reduction of concussion. The rubber construction of the frog aids in preventing slippage.

Picking up the feet on a regular basis builds confidence and makes it easier on the farrier when the horse is surprised by a change of farrier. Most farmers that care to share an undisciplined big horse they may charge extra if the horse is too difficult.

**Shoeing Stocks - Twiches**

Shoeing stocks can make the task easier especially for fractious horses, but it is no substitute for handling and training. Some horses violently fight shoeing stocks out of fear, and a good horse can be difficult to handle in shoeing stocks. It is best to pick up the horse out of their feet by a system of winches.

I would rather use a twitch, than shoeing stocks or drag to handle a horse.

set of glances catches the upper lip of a horse and diverts their attention from the work being done. It is less humane than a chain twitch which acts on the sensitive area of the throat. The chain twitch is made of a loop of chain, with a hook at the end that fits over the lip and goes. The chain is a simple "D" shape with a snap on one end and a leather lead on the other and is to be used "stud chain." The snap end is pressed through the nostril at the corner of the eye and the chain is pulled tight at the other end, pulling the lip up to a cleft chain, the chain is held tight on the other side of the muzzle and snapped off at the upper halter ring at the cheek. The chain ends are held in the hand and the horse is held in the position the clin is hanging loosely and is slipped under the jaw and the horse is held in the position the clin is hanging loosely for a minute or two before any feet are picked up to allow endorphins, the horses natural pain killers, to be released to calm the horse. The clin is used as a last resort, a last condition from the use of this twitch. An even less severe version of this twitch is called a war bridle. A war bridle is a loop with a clip knot like a horse

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Rural Heritage is bought and read by people interested in working with draft animals and traditional farming, logging, and gardening techniques. If your marketing plan targets this group, we provide a very effective means to reach them.



# RURAL HERITAGE WEBSITE

## Reach 100,000s online!

### www.ruralheritage.com attracts visitors

Category	April/May 2015
Visits	113,600
Unique visitors	47,400
Av. Pageview	6 pages/visit
Av. time on site	7 minutes

Rural Heritage's website has long been an important resource for people interested in all aspects of draft animal power, rural living, self sufficiency and sustainable living.

Our most popular feature is our Front Porch Forum, with a devoted following of readers who ask questions and share information about rural life. They visit dozens of times a day, every day.

### Banner website ads \$200/two months\*

Location	Size (pixels)
Hompage bottom	600 X 99 px (max)
Front Porch right	240 X 160 or 240 X 240
Events bottom	600 X 99
Past issues search	240 X 160 or 240 X 240



Reach our loyal Front Porch visitors

\*Sign up for 6-12 months, receive a 15% discount

# RURAL HERITAGE ON TV



A scene from a Rural Heritage Hour show about farming with horses at Prophetstown.

## The Rural Heritage Show delivers a targeted audience for your AD

Our show is a fan favorite on RFD-TV. The program airs twice weekly and spotlights people:

- who are actively involved in using draft animals for farming and logging
- who celebrate our rural heritage through field days and historical events
- who share their knowledge of training and working with draft animals.

Nearly 200,000 households tune into Rural Heritage's TV show every month. **Our viewers can be your customers!**

Nielsen Ratings		
May 2015 Day/Time	Total Households	Av. households/show
Tuesdays (4:30 p.m. ET)	111,000	22,000
Wednesdays (3:30 a.m. ET)	59,000	12,000
Saturdays (3:00 p.m. ET)	102,000	20,000
<b>May total viewership</b>	272,000	18,000
<b>2015 viewership to date</b>	1.7 million	25,800

Each Rural Heritage episode airs twice in one week and will typically repeat twice more during a 12-month period.

- Have an idea for an episode? A 22-minute episode costs \$2,500 to produce and air, plus expenses.
- A ready-made 60 second TV spot costs \$500 to air.
- Need us to help produce an ad? \$500 to air, \$500 editing/production costs, plus expenses.