

horse[®]

ILLUSTRATED

PHOTO TIPS

Welcome to *Horse Illustrated*, one of the nation's largest all-around equine publications. We pride ourselves on providing quality equine photography to our readership, and strive to have images that are unique to our pages.

SHOOTING FOR HORSE ILLUSTRATED:

We suggest you study a copy of the magazine before making your submission. That way you won't be sending us photos that are inappropriate for our content. Please follow these guidelines for your submission:

- Healthy, attractive well-groomed horses.
- Modern, up to date tack, apparel and equipment. Halters and tack must be clean and fit properly. We prefer no halters on horses in pasture or turnout. If a halter is worn, it should be leather for safety.
- Attractive, well-dressed riders (no tank tops, shorts, sneakers or other inappropriate riding attire)
- Our readership is primarily female, so we prefer images that feature women riding and caring for their horses.
- *Horse Illustrated* is for adults; our average reader age range is 30 to 40-plus. Please do not send tiny tots and pony-age riders. They're cute, but we don't have a use for them.
- Safe horse handling and good horsemanship should always be shown.
- We require approved safety helmets for English riders and encourage them for western riders as well, although traditional western hats are acceptable.
- Helmets pictured should reflect the current fashion and safety standards and be properly fitted.
- Photos of bare-headed riders or riders in baseball hats cannot be considered. (If setting up your own shoots, it's a good idea to invest in an attractive, up-to-date, low-cost schooling helmet to put on your subject.) Helmets also need to be properly fitted.
- For your location, select an attractive, uncluttered background. Move the collection of broken jump standards out of your shot. Tidy up the barn aisle before shooting. Grab a pitchfork and get the manure out of your frame. Avoid parked cars and trailers and other distracting photobombs. These little details make the difference.
- Pay special attention to the condition of the fencing in the background—it should be in good repair, safe for equines, and NO barbed wire, ever.

Please refer to our photo submission guidelines for how and where to send your images for consideration.

Thank you for your interest in contributing to *Horse Illustrated*!