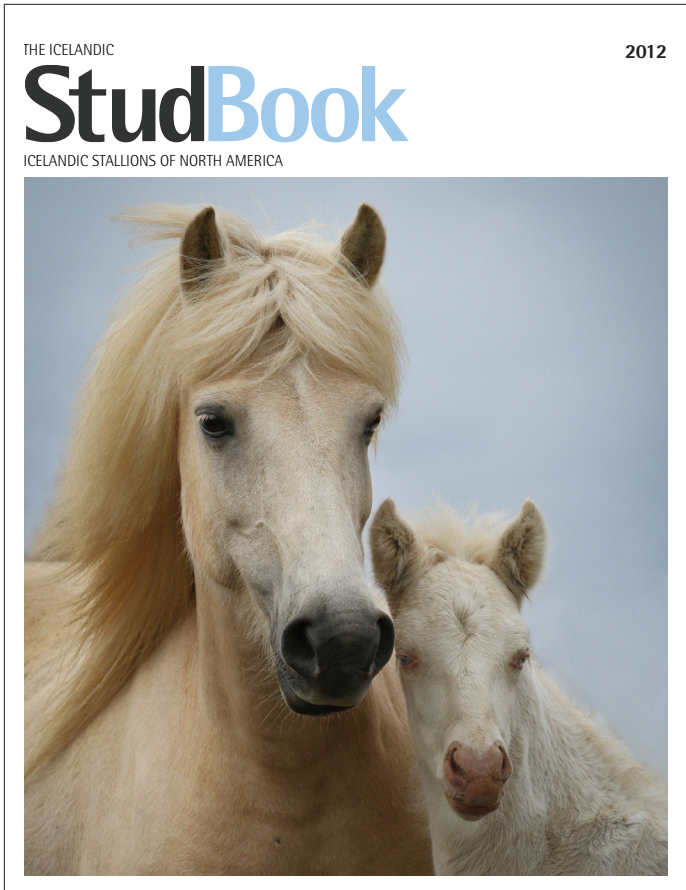


THE ICELANDIC

StudBook

ICELANDIC STALLIONS OF NORTH AMERICA



Cover photo by Martina Gates

The 2012 The Icelandic StudBook's deadline is January 27, 2012.

Are you interested in breeding your mare, but aren't sure what stallions are available for breeding in North America, where they are located, or how to contact their owners? Or perhaps you are a stallion owner, and you would like to promote your stallion's studding availability.

The StudBook can help.

- The StudBook is a yearly publication with a comprehensive listing of USIHC registered stallions in the United States and CIHF registered in Canada.
- The stallion listings include the stallion's lineage, registration number, evaluation and BLUP scores, location, owner, contact information for breeding, if live breeding is offered, AI and / or hand breeding, and photo(s) of the stallion.
- In addition to a stallion listing, The StudBook features lists of the top 10 scoring stallions in all divisions.
- The StudBook features and offers a listing of the next generation of stallions – young stallions (2-3 year olds). These young stallion listings include the stallion's lineage, USIHC / CIHF registration number, BLUP scores, location, owner, contact information for breeding, and a photo of the young stud.
- The StudBook also features articles on breeding, and breeding related subjects.
- Advertisers of Icelandic horse related services and products both in North America, as well as in Iceland and Europe can be found in the publication.
- The StudBook magazine and website showcase photos by premiere Icelandic horse photographers.
- The StudBook is printed on premium paper and is professionally designed to best showcase the stallions, advertisements and content.



The Icelandic StudBook
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To list your stallion, to advertise, or to subscribe to The StudBook, or for further information, please call us or see our website.

Stallions / Studvertising

The StudBook offers 3 stallion listing- or 'studvertising' choices:
A full page or the standard half page size for stallions age 4 and up,
and a third of a page for young stallions, age 2-3.

\$ 300 full page for first prize stallions
\$150 standard half page
\$75 third page (young stallions)

Information provided: stallion's lineage, USIHC / CIHF registration number, evaluation and BLUP scores, location, owner, contact information for breeding, if live breeding is offered, AI and / or hand breeding, and photo(s) of the stallion. Young stallions obviously won't include evaluation scores. On the full pages for first prize stallions, additional space is available for more text about the stallion, and 2 additional photos of the stallion or his offspring.

The advertiser of the stallion needs to provide us with the stallion's name, USIHC / CIHF registration number, location, owner, contact information, if live breeding is offered, AI and / or hand breeding, and a photo. Photos should be high resolution (at least 240 dpi) and can be in color. Photos need to be conformation (3/4 or side photos) or ridden photos. **No frontal or head shots accepted.**

Stallion listings and payment need to be submitted by **December 1st** of every year to be included in the following year's StudBook.

Ads

The StudBook offers 3 advertising sizes:

\$325 full page - 7.6 x 10
\$250 half page - 7.6 x 4.75
\$175 quarter page - 3.5 x 4.75
\$375 inside front covers (2 pages available, or you could purchase both as a spread for \$650) - 7.6 x 10 each
\$375 inside back cover - 7.6 x 10
\$425 back cover - 7.6 x 10

\$150 half page for mare leasing (leasing your mare for breeding)

Ads can be in full color. Please submit ads as high resolution (at least 240 dpi) PDFs or tifs. All fonts and images need to be embedded.

For a small fee, we can design an ad for you:

\$15 quarter page
\$30 half page
\$45 full page

Ads and payment need to be submitted by **January 27th** of every year to be included in the following year's StudBook.

Subscribe

The 2011 StudBook was mailed out to over 1,100 subscribers in March of 2011 (in time for breeding season), and copies of the magazine could be found at various horse events throughout the year - specifically at breeding related events such as breed evaluations, which are held throughout North America at various times of the year. We estimate that over 3,000 people in North America will see the magazine each year.

The StudBook is no longer a free publication. All advertisers and studvertisers receive a complimentary copy, and about 500 subscribers get a mailed copy. Everyone else can order their copy online.

The Icelandic StudBook
Cindy Wescott (head of advertising)
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www.theicelandicstudbook.com



Stallion / Studvertising size

half page 8" w x 4.75" h

Stígandi

frá Leysingjastöðum II



Measurements 139 131 136 69 139 37 47 42 6.6 29.5 19.5

IS1996156333 - US1996102815

Color Black
Breeder Hreinn Magnússon
Owner Martina Gates
Location Lloyd Harbor, New York, USA

F IS1990184730 Andvari frá Ey I
FF IS1986186055 Önn frá Þöfu
FM IS1981284726 Leira frá Ey I
M IS1990256307 Dekkja frá Leysingjastöðum II
MF IS1979125040 Adam frá Meðalfelli
MM IS1983256010 Hvíka frá Leysingjastöðum II

Martina Gates, martinagates@mac.com (631) 421-2290
AI, hand breeding, pasture breeding. Live foal guarantee
First prize offspring, 3rd highest judged 5-year-old mare in the world in 2009, offspring with high movements, great tölt and temperament
To see Stígandi's offspring and video go to: www.stigandi.us

Highest evaluation scores + current BLUP scores													BLUP accuracy 93%						
Head	N-W-S	Back	Prop.	Leg qual.	Leg struct.	Hooves	Mane/tail	Conf.	Tölt	S.Tölt	Trot	Pace	Gallop	Spirit	Gen.Im.	Walk	Rideab.	J.O.	Total
8.0	8.0	8.0	7.5	8.0	7.5	9.0	7.5	8.00	9.5	9.0	9.0	5.0	8.5	9.0	9.0	7.5	8.45	12	8.27
102	101	103	92	110	102	110	93	104	122	116	115	99	113	115	122	104	117	12	117

Ad sizes

