

WIN

Complete the Hoofbeats Readers Survey for your chance to WIN

THREE GREAT PRIZES CAN BE WON
PLUS everyone who returns their survey before **September 26** is in the draw to win the Early Bird prize – A double Pass to Equitana Asia Pacific 2008*



*Includes general admission to the event and All Star Clinic on Sunday November 23rd.

Please list in order of preference what you would like to win. (All early bird entries will ALSO go in the draw to win one of these great prizes)

1 Gai Handbag from Talisman Collections Australia, Born and Bred in Australia.

This Australian Made, black nappa, leather lined handbag features a black patent trim and rose gold horse-bits. RRP \$385.
www.talismancollections.com.au

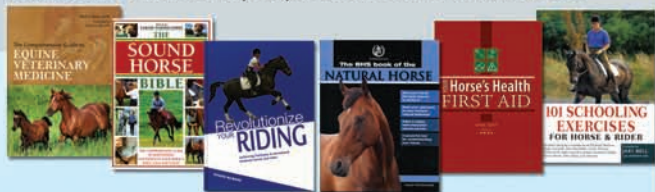


2 6 bags of Xtra Cool from Mitavite.

Mitavite - Leaders in Equine Nutrition.
www.mitavite.com.au



3 The start of your own Equestrian Library with this terrific selection of top equine books valued at \$200



The survey can be downloaded from
www.hoofbeats.com.au

Surveys must be returned by December 1st 2008 to be included in Prize Draw. Major prizes drawn on December 8th 2008. Prize winners will be notified and no correspondence will be entered into.

Complete your Hoofbeats Reader Survey

Please take a few minutes to tell us about yourself and your horses so we can create an up-to-date picture of your interests, experiences, horses and horse management practices.

These demographics will help us plan, research and develop future articles to suit your interests.

Hoofbeats Reader Survey

also available from the web site: www.hoofbeats.com.au

It has been a number of years since the last Reader's Survey and things have certainly changed in those years. Costs have increased for virtually every aspect of horse keeping - including feed, healthcare, transport, saddlery and agistment - and as a result, some horse owners have been forced to evaluate their equestrian lifestyle.

Despite these rising costs, horses continue to be bred, bought and sold, as people simply adjust to meet the challenges faced by those committed to being horse owners and riders in 2008 and beyond.

Hoofbeats recognises the changes facing those involved with horses and, in our aim to continue to provide an educational and entertaining source of information for all horse owners and riders, we would like to hear from you to create an up-to-date picture of your interests, experiences, horses and horse management practices.

Data from the survey is changed to statistics and no personal information of any reader is used, shared or made available to any outside interest.

We only require your details for entry to win your choice of one of three great prizes. PLUS for those of you who send in your completed survey by September 26th, you will also go in the 'Early Bird Prize Draw' to win a double pass to Equitana Asia Pacific on Sunday November 23rd.

All surveys returned by December 1st 2008 will also be in the draw to win their choice of one of the three prizes... so be sure to list in order of preference what you would like to win. There is the choice of a Gai leather handbag, six bags of Mitavite Xtra Cool or a selection of equestrian books.

The survey will take less than ten minutes to complete (and we do promise not to let your partner see how much is actually spent on the horses!!) so please take the time to have your say!

The survey can be posted to 90 Leslie Rd, Wandii, 6167, faxed to 08 9397 0200 or scanned and emailed to hoofbeat@inet.net.au.

Photocopies of the survey can be sent plus it can be downloaded from our website www.hoofbeats.com.au

To be eligible to win a prize we need your contact details to advise you of your win and arrange delivery of the prize.

Any questions you do not wish to answer can be left blank.

Thanks for your help. Your input will ensure that Hoofbeats continues to play an important role in fulfilling your need for an informative and entertaining source of equestrian information in future years.

The Hoofbeats Team

If you would prefer not to answer a question then just leave it blank.

READER INFORMATION

Your Post Code

.....

Are your equestrian interests (you can select more than one)

- Recreational
- Trail riding
- Saddle / Show Horses
- Pony Club
- Dressage
- Showjumping
- Eventing
- Western
- Endurance
- Breed showing
- Polocrosse
- Polo
- Rodeo
- Campdrafting
- Thoroughbred racing
- Harness racing
- Other (please specify)

What are the principle breed/s of horse/s you own or use?

- Thoroughbred
- Warmblood
- Arabian
- Australian Stock Horse
- Quarter Horse
- Standardbred
- Riding Pony
- Welsh
- Other (please specify)

Are you a member of an equine association? Yes No

- EFA
- Riding Club
- Breed Association
- Pony Club
- Other (please specify)

How long have you been involved with horses?

- More than 20 years
- 10 - 20 years
- 5-10 years
- 2-5 years
- 0 - 2 years

Do you receive riding/horse handling instruction? Yes No

- If yes, is it weekly
- fortnightly
- monthly
- Other (please specify)

Does your instructor/riding school have recognised qualifications?

- NCAS
- BHS (British)
- other (Please specify)

Where are you most likely to source information relating to horse care?

- instructor / trainer
- friends/neighbours
- magazines
- internet
- books / videos
- other.

Have you attended (as a spectator) any major Australian or International event in the past two years or plan to attend this year?

- World Equestrian Games
- Equitana
- Dressage With the Stars
- Royal Show
- Australian 3 * Horse Trials
- Olympics
- Other.

Are you interested in reading about these events? Yes No

HORSE INFORMATION

Are you a horse owner? Yes No

If yes, how many horses?

- 1-3
- 4 - 8
- 9 - 15
- 16 - 25
- 26+

Do you ride

- every day
- every week
- every month
- rarely
- never

Do you breed horses? Yes No

- For your own use?
- To sell?
- other.

Do you own a stallion? Yes No

If more than one please indicate number.

Do you keep your horses on

- own property
- rented/leased property
- friend/neighbours property
- agisted
- other.

Are your horses

- stabled
- paddocked

If you hard feed your horses, do you feed

- hay
- pelleted feed
- pre-mixed feeds
- grain
- supplements (vitamin/minerals)

Do you worm your horses

- every 6 weeks
- every 12 weeks
- every 6 mths
- yearly
- never

GREEN HORSE

How big is the property where your horse/s are kept?

- 1 - 5 acres
- 6 - 10 acres
- 11 - 50 acres
- 50 plus acres

Does it have reticulated paddocks?

- up to 1 acre
- 1 - 5 acres
- more than 5 acres

What type of fencing is on the property where your horse is kept?

- post and rail
- post and wire
- post with sawn timber rails
- electric
- other.

Does the property where your horse is kept have any of the following

- ride on mower
- tractor
- manure vacuum/spreader
- mulcher/whipper snipper/blower
- cat/cats
- dog/dogs
- other.

Do you utilise any contractor services on your property for

- fire breaks
- fencing
- irrigation
- land clearing
- weed control
- tree planting
- pasture establishment
- other.

Where are you most likely to source information relating to property care?

- magazines
- local shire
- neighbour/friends
- land care group
- agricultural department
- internet
- books/videos
- other.

Are you happy with the current Green Horse format? Yes No

Do you want to see more, less or the same amount on the following topics in future issues of The Green Horse?

- | More | Less | Same | |
|--------------------------|--------------------------|--------------------------|------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | practical ideas |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | products |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | research info |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | science |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | do-it-yourself |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | conventional |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | biodynamic |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | organic |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | property management |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | herbs |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | weeds |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | other (please specify) |

.....
.....
.....

Hoofbeats Reader Survey

also available from the web site: www.hoofbeats.com.au

PROPERTY INFORMATION

If you own/rent or lease the property where your horse/s are kept is there (please tick each that applies)

- stable/s
- shelters
- washbays
- manure compost bin
- yards
- round yard
- arena
- arena lights
- dressage markers
- show jumps
- trotting poles
- cross country jumps
- access to bridle paths/trails
- other.....

TRANSPORT INFORMATION

Do you transport your horse/s in

- own float
- truck /gooseneck
- hired truck / float
- commercial horse transport
- friends float / truck
- never transport horse/s

Within the next two years do you plan on purchasing a

- float
- truck / gooseneck
- towing vehicle (car/truck)
- refurbishment of existing float
- truck / gooseneck

PERSONAL INFORMATION

Are you

- under 15
- 15 - 20
- 20 - 35
- 35 - 50
- 50 plus
- male
- female

If your income is derived from the equine industry, are you

- full time
- part time
- casual
- an employee
- an employer
- self employed

If yes to any of these, in which field are you involved?

- trainer/instructor
- rider ie professional rider /jockey
- groom
- stud/breeding
- stockfeed/saddlery
- equine equipment (ie floats, jumps, stables, arenas etc)
- horse buying/selling
- agistment
- riding school
- construction ie. builder
- fencer
- farrier
- equine dentist
- veterinarian
- alternative medicine (massage/ herbs/acupuncture/ etc)
- equine promotion/ publication / media
- other.....

If you are not employed in the equestrian industry, are you employed

- full time
- part time
- casual
- student
- other.....

What is the approximate combined annual income of you and your partner? (if applicable)

- up to \$40,000
- \$40,001 - \$60,000
- \$60,001 - \$80,000
- \$80,001 - \$100,000
- \$100,001 - \$120,000
- \$120,001 - \$150,000
- \$150,000 plus

HORSEKEEPING COSTS

Do you use the following? (tick as many as are applicable)

- herbal/alternative supplements
- alternative therapies
- acupuncture, massage
- veterinary treatment
- dentistry
- clipping
- horse breaker/trainer
- 'natural' horsemanship
- other.....

What is the estimated MONTHLY cost of providing for lessons, stabling/agistment, feed, veterinary, worming, farriery, dentist, clipping, alternative therapies, supplements, and rugging for ONE of your horses. (We promise your partner will never see this!!)

- up to \$50
- \$51 - \$100
- \$101 - \$200
- \$201 - \$400
- \$401 - \$600
- \$601 plus

SADDLERY AND TACK

Do you purchase saddlery, tack, riding clothing and other equestrian items from (please tick all applicable)

- major retail store eg Horseland or Saddleworld
- retail saddlery store
- second hand retail outlet
- mail order
- internet
- produce store
- other.....

Where are you most likely to source information relating to new products or services you want to purchase or provide for your horse?

- instructor / trainer
- stockfeed / saddlery store
- internet
- magazines
- books/videos
- manufacturer
- other.....

Have you bought in the last year or do you plan to buy any of the following items in the next 12 mths

- horse
- saddle
- bridle
- other saddlery items
- riding clothing
- show attire
- riding boots
- riding hats
- rugs
- horse boots
- grooming products
- books, videos etc
- other.....

ABOUT HOOFBEATS

What generally encourages you to buy a magazine? (any type)

- cover
- highlighted article
- content
- price
- availability
- competitions/offers
- other.....

What generally encourages you to buy Hoofbeats?

- cover
- highlighted article
- content
- price
- availability
- other.....

Where do you buy your Hoofbeats?

- subscribe
- news agents
- saddlery store
- produce store
- other.....

How long have you been buying Hoofbeats?

- less than 1 year
- 1 - 2 years
- 3 - 4 years
- more than 4 years

How many people read your copy of Hoofbeats magazine?

- 1
- 2
- 3
- 4
- 5
- more (please specify)

What age brackets would these readers come under (tick more than one if applicable)

- under 15 years
- 15 - 20 years
- 20 - 35 years
- 35 - 50 years
- 50 + years

Would you recommend Hoofbeats to other horse owners?

- Yes
- No

How did you first hear about /see Hoofbeats?

- in a shop
- from a friend
- on the Web
- advertised in a magazine
- other.....

How many issues of Hoofbeats would you buy in a year?

- all 6
- 3-5
- 1-3
- none

Did you know Hoofbeats subscribers receive an insert that covers shows and local happenings in WA

Yes No

Would you like to see NSW HorseLink return? (Previously available in NSW/ACT and to subscribers)

- yes
- no
- be available on the web

Do you want to see more, less or the same amount on the following topics in future hoofbeats?

- | More | Less | Same | |
|--------------------------|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | rider training |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | horse training |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | handling |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | breeding |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | breeds |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | feeding / nutrition |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | veterinary |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | dental |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | reader's stories |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | herbal |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | alternative therapies |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | saddlery |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | riding clothing |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | equipment |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | general interest (ie: feng shui / police) |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | events/shows |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Australian news |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | International news |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | sport psychology |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | environment issues |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | stable management |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | book/video reviews |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | editorial comments |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | advertising |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | new products |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | farrier |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | show preparation |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | grooming |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | trends |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | natural |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | horsemanship |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | horse travel |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | DIY eg jumps, rugs |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | other (please specify) |

How much time do you spend reading each issue of Hoofbeats?

- more than 4 hrs
- 2 - 4 hours
- 1 - 2 hours
- less than 1 hour

Which equestrian magazines do you buy? Please mark with **S** for subscribe, **R** for regular purchase and an **O** for occasional purchase

- Hoofbeats
- Horseywise
- Horse Deals
- The Horse Magazine
- Equestrian Life
- Horse Scene
- EFA Member's Magazine
- Breed magazines (please specify)
- English magazines
- NZ magazines
- European magazines
- American magazines
- Equestrian online magazines
- other

Subscribers - Are you satisfied with the condition in which your magazine arrived this month?
Yes No

If not already a subscriber, would you be interested in becoming a subscriber? Yes No

Would you prefer a subscription for:
12 mths 2 yrs

Have you visited the Hoofbeats website (www.hoofbeats.com.au)?
Yes No

Have you visited other equestrian related websites in the past 12 mths
Yes No

If yes, which ones

- Do you find the Ads in Hoofbeats;
- eyecatching, (give an example)
 - generally interesting to read
 - provide helpful info
 - compliment the articles
 - too many
 - other (please specify)

ONLINE

Would you consider purchasing an online subscription?:

- In addition to a printed subscription?
- Instead of a printed sub?
- Not at all

Have you purchased a subscription to an online magazine within the last three years?

- Yes No

If yes give some examples

If current subscribers were offered an online subscription (to run concurrently with the traditional subscription):

Do you think you would access the online version every issue?
Yes No

Would you expect or like to see coverage of major shows and events from across Australia included in the online version?
Yes No

If a search engine allowed you to access contact details for equestrian gear and products, instructors, trainers, club and association contacts, service providers such as dentists, equine lawyers, farriers, arena builders, float manufacturers, natural therapists, etc, would you use this service?
Yes No

Which online magazines do you have a free subscription to?
.....

How often do you access these online subscriptions?
 Daily Weekly
 Two-three days Monthly
 Five-six days

How would you rate the overall value of the Aug/Sept 2008 Hoofbeats (Vol 30 No 2) issue?

- Great
- Good
- Average
- Poor

How would you rate the overall value of Hoofbeats magazine?

- Best riding, training, horse and landcare magazine
- Good magazine
- Average magazine
- I'll get my info and coverage elsewhere

Do you find the articles:

- Indepth
- Generally interesting
- Lacking detail
- Well laid out /illustrated
- Other/coments.....

Did you access last issues articles online? Yes No

If yes, did you read the articles that are online, Yes No
while online?
in the printed magazine?
printed out a copy to read?

Any Comments.....

Would you like to receive the Hoofbeats 'Sneak Peek' via email the week before the magazine is due out? It not only lets you know what is in the next issue, it also invites you to participate in creating future articles with suggestions, your stories, your experiences or contributing photographs for upcoming events/happenings.

(Email details remain confidential)
Yes No
If yes, please print email address

Name three things we could do to make Hoofbeats better meet your needs:

.....
.....
.....

THANK YOU, your answers will make a difference.

If you have any suggestions for future articles or would like to submit an article, then just attach your ideas to the survey or email the Editor: sandy@hoofbeats.com.au

If you would like to go in the draw for the 'Early Bird' or range of other prizes then please fill in your details. (for prize draw only)

Name:
Address:
.....
Phone No ()
Mobile:
Email:

If I win, my preference for the prize is:
First.....
Second.....
Third.....
See page 84 for prize list

Survey also available from the web site www.hoofbeats.com.au

www.hoofbeats.com.au

Visit our website and you can buy online using our secure Paypal system

- hoofbeats subscriptions - the perfect gift or treat yourself Only \$40 for a year
- back issues - see the comprehensive list of topics covered in back issues and available for purchase
- hoofbeats binders

PLUS • Take a look at the stallions in the 2008 WA Stallion Directory or
• download the hoofbeats survey online and more.....