

dehner

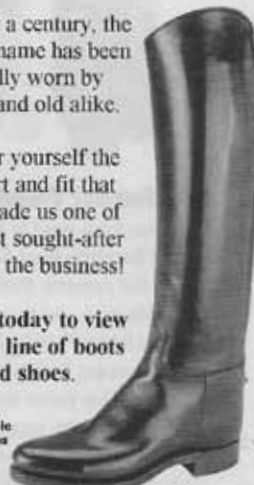
Custom-Fit Boots Made in the U.S.A.

For over a century, the Dehner name has been proudly worn by young and old alike.

Feel for yourself the comfort and fit that have made us one of the most sought-after boots in the business!

Log-on today to view our full line of boots and shoes.

Also available in stock sizes



Tel: (402) 342-7788 * Fax: (402) 342-5444

www.dehner.com

United States Postal Service Statement of Ownership, Management, and Circulation Required by 39 USC 3685

1. Publication Title: Practical Horseman; 2. Publication Number: 0096-8762; 3. Filing Date: 10/01/2010; 4. Issue Frequency: Monthly; 5. Number of Issues Published Annually: 12; 6. Annual Subscription Price: \$29.95; 7. Complete Mailing Address of Known Office of Publication: 475 Sessauer Street, Suite 330, San Francisco, CA 94111; 8. Complete Mailing Address of Headquarters or General Business Office of Publisher: 5356 Intersect Media, 536 Quince Orchard Road, Suite 800, Gaithersburg, MD 20878; 9. Full Name and Complete Mailing Address of Publisher, Editor, and Managing Editor: Publisher: David Anderson, 4011 Jonestown Road, Suite 225, Houndby, PA 17105; Editor: Sandra Owen, 404 Quince Orchard Road, Suite 800, Gaithersburg, MD 20878; Managing Editor: Stacy Wigmore, 636 Quince Orchard Road, Suite 800, Gaithersburg, MD 20878; 10. Owner: Cruz Tay Publishing, 303 N. Central Blvd, Suite 900, Oceanside, CA 92054; 11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages or Other Securities: None; 12. Tax Status: Has not changed during preceding 12 months; 13. Publication Title: Practical Horseman; 14. Issue Date for Circulation Data Below: September 2010; 15. Extent and Nature of Circulation: a. Total Number of Copies (net price paid): Average No. Copies Each Issue During Preceding 12 Months: 95,879; No. Copies of Single Issues Published Nearest to Filing Date: 58,872; b. Paid and/or Requested Circulation: (1) Paid/Requested Outside-County Mail Subscriptions (based on Form 3541): Average No. Copies Each Issue During Preceding 12 Months: 58,358; No. Copies of Single Issues Published Nearest to Filing Date: 47,210; (2) Paid In-Country and Subscriptions (based on Form 3541): None; No. Copies of Single Issues Published Nearest to Filing Date: None; (3) Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Non-USPS Paid Distribution: Average No. Copies Each Issue During Preceding 12 Months: 2,134; No. Copies of Single Issues Published Nearest to Filing Date: 812; (4) Other Classes Mailed Through the USPS: Average No. Copies Each Issue During Preceding 12 months: None; No. Copies of Single Issues Published Nearest to Filing Date: None; c. Total Paid and/or Requested Circulation: Average No. Copies Each Issue During Preceding 12 Months: 57,492; No. Copies of Single Issues Published Nearest to Filing Date: 50,022; d. Free Distribution by Mail: (1) Free or Nominal Rate Outside-County Copies Included on PS Form 3541: Average No. Copies Each Issue During Preceding 12 Months: 57; No. Copies of Single Issues Published Nearest to Filing Date: 12; (2) Free or Nominal Rate In-Country Copies Included on PS Form 3541: None; No. Copies of Single Issues Published Nearest to Filing Date: None; (3) Free or Nominal Rate In-Country Copies Mailed at Other Classes Through the USPS: Average No. Copies Each Issue During Preceding 12 months: None; No. Copies of Single Issues Published Nearest to Filing Date: 725; e. Total Free or Nominal Rate Distribution: Average No. Copies Each Issue During Preceding 12 Months: 621; No. Copies of Single Issues Published Nearest to Filing Date: 737; f. Total Distribution: Average No. Copies Each Issue During Preceding 12 Months: 64,876; No. Copies of Single Issues Published Nearest to Filing Date: 58,872; g. Copies not Distributed: Average No. Copies Each Issue During Preceding 12 months: 3,003; No. Copies of Single Issues Published Nearest to Filing Date: 3,113; h. Total: Average No. Copies Each Issue During Preceding 12 Months: 95,879; No. Copies of Single Issues Published Nearest to Filing Date: 58,872; i. Percent Paid and/or Requested Circulation: Average No. Copies Each Issue During Preceding 12 Months: 58.6%; No. Copies of Single Issues Published Nearest to Filing Date: 58.6%; 16. Publication of Statement of Ownership: Will be printed in the November 2010 issue of this publication; 17. Signature and Title of Editor, Publisher, Business Manager, or Owner: Thomas Sklar, VP Consumer Marketing, Date: 10/01/2010; I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).



Jump for the Planet

Refresh worn jump poles using **Candy Barz** from Horsewarz. The washable fabric stripes wrap around the pole and secure with Velcro® for easy jump makeovers without using paint or new poles. Navy, black, royal blue, green, pink, yellow, burgundy, red, black/silver dots, lime/black dots; three large (24 inch) bars or nine small (6-inch) stripes; \$34.95 each package; www.candybarzjumps.com.

Hand-le with Care

Protect your hands against the winter weather by hydrating your skin with Epona Aroma's **Horse Handler's Hand Cream**. The nongreasy cream contains rose and chamomile essential oils and does not use any artificial fragrances. With



nine organic ingredients and 33 percent recycled packaging, the cream is as good for the planet as it is for your hands. 2-ounce tube; \$13.95; www.tackzone.com.

Straight-Up Recycled

You'll look great in the saddle and protect the planet while wearing **Kerrits' Eco Straight Leg riding pants**. The fashionable pull-ons are made from Ecolux recycled fabric and feature ergonomically shaped knees, which contain 100-percent recycled ultra-microfiber. Offering a slight flare, the pants are fitted through the knee and mid-calf to keep them in place during rides. Natural, earth, onyx; ladies' S-XL; \$79; www.kerrits.com.



 EQUISHOPPER denotes items available online through www.EquiShopper.com.

