



**horse**  
ILLUSTRATED

*Young Rider*

PO Box 3945 • Laguna Hills, CA 92654

**June 15, 2021**

**TO: Horse Illustrated & Young Rider Writers**

**FROM: Holly Caccamise, Editor**

**RE: 2022 Article Ideas**

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Yearly planning is a critical part of shaping HORSE ILLUSTRATED & YOUNG RIDER, and we would like to get your input in this process for the 2022 editorial calendar.

**We are always working on making the magazine more reader-friendly, with an entertaining and educational tone, shorter word counts (500 to 1,200), and more human-interest pieces.**

Here are the topics topping our wish list:

- Step-by-step training topics for western and English riders (1,000 word or less)
- Horse health—our readers always request more!
- Fresh takes on practical & seasonal care (fly/deworming/vaccination); grooming tips
- Trail riding; home horsekeeping; caring for the senior horse
- Humor; human interest stories; equine adoption angles; equestrian travel & tourism
- Rider fitness, health and well-being; activities that help riders stay fit & energized
- “Horse life” problem-solving: balancing riding with work/school/family obligations; dealing with budget constraints; boarding barn drama; etc.
- First-person essays that cover life with horses and the emotional aspects of being an equestrian
- Hot-button topics that are well-researched (past examples include Toxic Trainers and The Unsellable Horse), as well as opinion pieces and trending welfare issues or current debates in the horse world.
- Equine behavior and associated topics to help riders better understand and relate to their horses. Think: “Why does my horse do that?” and “Is it OK to hug your horse?”
- “Horse people” column covering interesting and inspiring personalities in the horse world: these may be unsung heroes, artists, entrepreneurs, those who have overcome challenges, forged new paths, are doing something out of the ordinary, or offer a unique perspective or noteworthy accomplishment.

**Expand on your ideas so we can see your specific angle for the piece and what you propose to cover.** Include ideas for expert sources to interview (most topics will require good sources).

*There were some great pitches for 2021 that we did not have room for, so if you feel strongly about a pitch that was not selected by us nor used in another pub, please include along with your new ideas.*

We strive to maintain our unique voice and identity. Since **we do have considerable subscriber overlap with some of our competitors**, please be mindful of this if you write for other horse mags.

Please send your ideas to me (hcaccamise@egmediamags.com) by **July 30, 2021**. We will begin sending out assignments for first quarter of 2022 around Sept. 1.

As always, we look forward to working with you next year!

*Holly Caccamise*  
Editor

P.S. Those also wanting to contribute online-only stories for HorseIllustrated.com (600-800 words @\$75) can reach out to Sarah Conrad at [sconrad@horseillustrated.com](mailto:sconrad@horseillustrated.com) with pitches. Content themes are similar online and in print.