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HORSES IN CYBERSPACE

Your guide to what's equine online

By Kate O'Hare

If there's one absolute statement that can be made about cyberspace, it's that everyone has his or her own idea of what it should be all about. Some see it as an advertising opportunity; others, as the town meeting hall of the global village; still others, as a new publishing medium.

Not satisfied with merely retreading previously published information on the World Wide Web, some publishers are creating a whole new entity, the online magazine. And the horse world is no exception.

Most online magazines are merely Web-posted versions of their paper cousins. Others reprint information from the rack version but add features, photos, video, and other data unique to the Web. The future may hold a proliferation of publications found only in the electronic world.

But for now, online publications provide a quick way to find and research information, to pull an article or two out of a magazine you might not ordinarily subscribe to or even read, or to get more updated information than print deadlines allow.

Here's a rundown of some of the mags crowding the online racks. It's far from exhaustive—I've left out some racing publications and some regional ones from other parts of the country—so make sure to check the publications listings on the index sites we told you about last month to keep up with new additions. As always, all website names, or URLs, begin with the standard prefix http://.

American Equine Magazine (www.opendoor.com/AmericanEquine/HomePage): This is the northeast Pennsylvania print mag's online edition. As with most of the magazines (but not all), it's graphics intensive and is best viewed with the Web browsers Netscape, Microsoft Internet Explorer, or their equivalent. *American Equine* features Horse of the Month, feature stories, Nutritional Sense; Veterinary Medicine Update, and a section called Having a Bit of Fun, which features Bugsy's Corner and Most Embarrassing Moments. There also are classified ads, a listing of products and services, a directory of televised events for the 1996 Olympics, and a list of links to other horse sites.

American Pioneer All Breed Equine News (www.americanpioneer.com/): A free publication in North Carolina, the online version of the regional magazine offers general horse-world news and lots of advertising and product listings, along with an events calendar, articles, a letter from the editor, and information on the North Carolina Horse Council. There is also an online survey and a space to send comments and suggestions.

Arabian Horse World Magazine (www.ahwmagazine.com): The breed-specific magazine is based in Palo Alto, CA, and offers news from the world of Arabian horses in America and abroad; profiles of famous horses past and present; breeding; farm stories; interviews; and articles on health care, conformation, and performance. Among the events it covers is the national championships, competitive and endurance-trail rides, shows, sales, clinics, and activities of Arabian associations.



The Blood-Horse Interactive (www.bloodhorse.com/): The Kentucky-based magazine of the Thoroughbred world has jumped into cyberspace with all four hooves, offering an impressive, extensive site with reprint and original information. Heavy on graphics and interactivity (hence the name), it's a must-view for anyone looking to put a snazzy horse-mag site on the Web. Complementing the online site is a regular cyberspace column in the weekly print magazine.

Along with racing stats and news, the Web site offers a load of articles, TV information, events listings, and a photo and art gallery. The site also offers basic advice on navigating the net and an extensive Internet directory.

Offered through this site is *The Horse Source* (www.thehorse.com/source/source.ht ml), a more general equine site offering Web search engines; Equine Web Directory; Veterinary Resources; Horse Health; Newsgroups; General Interest listings; Mailing Lists; Navigating Tools; and a way for users to add or delete URLs from the listing.

Hoofcare & Lameness Magazine (www.hoofcare.com/index.html): Offering subscription information for the print version, the site also includes a calendar of events pertinent to farriers and related issues.

Hoof Print (www.global1.net/hoofprint): Yes, we're there too, with the magazine's color cover, along with news, Stallions, Rodeo Standings, and Subscription Information. The news section contains a selection of features from each month's issue. *Editor's note:* As our Web page just debuted last month, we'll be spiffing it up and adding more features as time goes on. Please e-mail your comments and suggestions to jobryant@global1.net.

Horse Chronicles Online (www.horsechron.com/): Offers ways to order a CD-ROM version of the magazine, along with articles and information.

Horsemen's Yankee Pedlar (www.sai.com/pedlar/): Familiar to Northeasterners, the magazine's online site offers a full listing of articles and features, along with a way to send feedback to the editor and subscription information.

Horses Monthly (www.thebee.com/hweb/horses.htm): Rated as one of the top 5 percent of Internet sites, this huge site offers articles on the American Horse Council; Combined Training; Dressage; a feature story (in April, it was New Jersey's Horse Park); General Interest (wild horses, model horses, biting problems); Horse Health Issues; Intercollegiate News; Pleasure Riding; Show Hunters; Show Jumping; Show Results; U.S. Equestrian Team; and Young Riders.

Ride! Online (www.ridemag.com/): Described as "the Internet source for daily equestrian news, features and much, much more," this Web edition of the print magazine offers articles on a wide variety of disciplines, along with poetry, letters to the editor, classified ads, help-wanted ads, and an offer of free software (make sure that virus checker is working before you download!).

The Thoroughbred Times (www.thoroughbredtimes.com/): Another guide to the world of Thoroughbred racing, a little newsier than *The Blood-Horse* but not as flashy.

The Trail Rider (www.iglou.com/best/trailrider.html): Basically subscription information to the magazine, with some links to other Web pages.

And for something a little different...*Xenophon: On the Art of Horsemanship* (18.70.1.12/Classics/Zenophon/xen.horse.body.html): The entire text, translated into English, of the seminal work on horsemanship, by the Athenian writer (c430-c355 B.C.) and warrior who was for centuries considered the last word on basic riding and the uses of a horse in battle.

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