



Yellow Horse Revolution — Author Guidelines & 5f Welfare Policy

Yellow Horse Revolution — Author Guidelines & 5F Welfare Policy

*These guidelines help every contributor align with Yellow Horse Revolution’s core ethos: **Friends, Forage, Freedom, Force Free & Free Feet** (the **5F Principles**). Please read carefully before pitching or submitting.*

1) Our Ethos (the 5F-Principles)

Horses should be allowed to have their basic needs met. These **consist of**:

- Friends** — Horses are social animals and need a minimum of one other horse to live with, in a species-appropriate set-up.
- Forage** — Species-appropriate nutrition with sufficient, low-NSC forage as the default; no starvation tactics for **behaviour**. Species-appropriate **nutrition** (low carbohydrate, zero grain, zero unnatural additives).
- Freedom** — Preferably 24/7 turnout, social contact, and freedom of movement; freedom to be inside or out, in a species-appropriate set-up.

At Yellow Horse Revolution we recognise **two extra F’s** as part of the basic needs of horses:

- Force Free** — Training is built on classical dressage principles trained with positive reinforcement (R+), shaping, targeting, and cooperative care. We do **not** promote fear, pain, intimidation, flooding, or learned helplessness.
- Free Feet** — Hoof health and natural movement come first; barefoot with non-invasive trimming, as a general baseline (with hoof boots if needed), thoughtful surfaces, and species-appropriate set-ups such as track systems as general husbandry.

Bottom line: Content must **actively reflect** the 5F ethos. Submissions that normalise coercion, restraint devices, or aversive techniques will be declined.

Yellow Horse Revolution — Author Guidelines & 5f Welfare Policy
yellowhorserevolution.com yellowhorserevolution@gmail.com



2) What We Publish

- Practical training pieces: R+, classical (in-hand) dressage, liberty & **non-ridden** activity, sport with a horse-first approach
- Welfare, species-appropriate husbandry and nutrition, hoof care, etc.
- **Behaviour** & biomechanics
- Rehab stories and case studies (ethics first)
- Culture & history, profiles, and opinion (with evidence and empathy)
- Photo essays and short video explainers

What audience are we writing for?

- Everyone who owns, cares for, or works with Horses—professionally or for leisure—
- Whether trainers, vets, competitors, rescues and rehabs, or researchers—who are in search of better, species-appropriate husbandry, methods, care, and training for Horses;
- Whether already versed in the subject or not. Those that are versed and looking for ways to spread the message, and those that are open-minded and looking to learn, evolve, and be inspired.

Not Accepted (no exceptions)

- **Draw reins, side reins, Pessoa/Chambon/“neck stretcher”** rigs used for frame/constraint
- **Rollkur/hyperflexion, see-sawing, yanking,** or “setting the head”
- Tight or closing nosebands (crank/flash) eliminating jaw mobility; **tongue-ties**
- Spurs, whips, crops used as aversive or to punish, striking or chasing to fatigue
- Harsh leverage/gag bits; mechanical hackamores for pain compliance
- “Sacking out”, flooding, learned helplessness, forced immobility **as techniques**
- **Tie-downs, hobbles, side-to-side or head-down** restraints
- Excessive **lunging** on small circles for control; forced collection/frames
- Sedation for routine handling/training (**non-veterinary**)



3) Contributor Perk — Your Free Ad

As a thank you for accepted features, contributors receive **one free quarter-page** display ad (same issue or the next issue, space permitting).

Specs

- Size: quarter of A4 (approx **105 × 148.5 mm**)
- Resolution: **300 dpi** (print) — **~1240 × 1754 px**
- Format: **PDF/X-1a, TIFF, or PNG**; colour: **CMYK** preferred (sRGB accepted for web).
- Content: must align with **5F ethos** (no gear or services that conflict with Force Free or Free Feet).
- Placement: Editor’s discretion; one ad per accepted article; must be used within **two consecutive issues**. Not transferable without approval.

What you provide

- Final artwork + 25-word copy + URL
- Optional: QR code
- Deadline: same as final proofs (see §4)

Please include your social media accounts and website link(s) within your article, so we can add them to your byline in the magazine

4) Submission & Review Process

1. **First draft:** Google Doc/Word with **HR photos** as separate files (sent via email or WeTransfer). You must own **100% rights**; if not, ensure the rights holder sends **written consent to use the photo to yellowhorserevolution@gmail.com**.
2. **Welfare review:** Editorial team checks 5F alignment; revisions may be requested.
3. **Copy-edit & layout:** You’ll receive page proofs.
4. **Sign-off:** Final approval; ad artwork due at this stage.



Deadlines: Rolling pitches; production closes ~6–8 weeks before publication. (Exact dates communicated per issue via email.)

Please include your social media accounts and website link(s) within the article, so we can add them to your byline in the magazine.

Send to: yellowhorserevolution@gmail.com

5) Author Warranty (what you agree to)

- The work is original, accurate, and previously unpublished unless disclosed.
- You have permission for all media supplied (and model releases where applicable).
- Your content **conforms** to the 5F Principles and the **Not Accepted** list.
- You agree to reasonable edits for clarity, length, and welfare compliance.

6) Free Online Issue

- You will receive a **free online issue** of the edition you wrote for.
- We will send this issue via **WeTransfer** on the day of publication.
- We request that you **do not distribute** this issue; please **forward the purchase links at yellowhorserevolution.com** to those who wish to read/purchase.
- We would appreciate your help in making the issue and magazine better known online.

If in doubt about any technique, image, or claim, please contact us before you hit send. Thank you for helping us keep Yellow Horse Revolution a force-free, horse-first space.