

# Taylor Huntley

JTC 371: Publications Design and Production

Digital Design and Layout - InDesign Portfolio

Client: Big R Stores



# B R O C H U R E

## Insider Perks

Exclusive Rewards Just For You

% Bulk Discounts!

% Giveaways!

% Discounts!

When you sign up as a Big R Insider you get exclusive access to the following perks that our regular customers do not receive

Photo By: Ryan Lane

## Get Started!

Sign up with valid email and phone number, in store or online to get started



Sign Up Here!

Website: [bigronline.com](http://bigronline.com)  
Phone Number: 1-719-766-9493  
Email: [custservonline@mybigr.com](mailto:custservonline@mybigr.com)  
Address: 100 Big R St. Pueblo, CO 81001

Photo By: Johnny McKane

## Insider

### LOYALTY PROGRAM AT BIG R STORES

Join. Save. Earn.



Photo By: Marlene

## Bulk Discounts

5% Off/ Per 20 Panels

5% Off/ Per 20 Bags of Dog Food

5% Off/ Per 54 Pieces of Barbed Wire

5% Off/ Per 20 Bags of Livestock Bedding

5% Off/ Per 50 Bags of Wood Pellets

5% Off/ Per 200 T-Posts

Big R Insiders have access to the Bulk Discount program and an extra pallet discount on our most popular feed and ranch items

\*Bulk Discounts may also apply on other eligible products\*

Photo By: Dennis Biermucki

## Giveaways

Members will be able to participate in exclusive giveaways & sweepstakes!

Some past prizes have been, but future prizes are not limited to...

Prize	Value
Concert Tickets	\$250
Camping Gear	\$300
Yeti Cooler	\$350
Grill	\$400
Above Ground Pool	\$800
Vacation Package	\$1,200
ATV	\$5,000

Photo By: The Other Eric

## Extra Discounts

As a loyalty member, you'll be first to receive exclusive discounts and special deals.

When a sale is on, Insiders often get an extra percentage off the sale price!

Extra 5% off already discounted power tools for Insiders!

Save 10% on fencing materials + Insider bonus savings!

10% off all feed during Fall Sale + Insider extra 5% off!

At Big R, we're proud to reward the hardworking folks who keep our communities running

Photo By: Tom Zick

This brochure is designed to promote the Big R Stores Loyalty Program, by providing consumers with details about the program and encouraging them to sign up. Brand consistent typography, color, imagery and hierarchy was utilized.

## PREPARING YOUR HORSE FOR WINTER

WRITTEN BY: NUTRENA  
BIG R STORES MAGAZINE

Throughout the year, tending to your horse's needs requires you to be prepared for a variety of conditions. When the temperature falls and the winds grow colder, you should be prepared with the proper gear, supplies and accessories to keep your horse healthy and happy during the upcoming months. Learn more about caring for your horse during the winter so your horse can be prepared well before the first frost.

### Water and Food

**Food for Health and Warmth.** Food digestion is a primary source of warmth for your horse, which means your horse's caloric needs can increase during the colder months. Use quality forage, combined with grains, as recommended by an equine nutritionist to maintain warmth, and maintain a caloric intake.

**Wintertime Hydration.** Even though your horse might eat snow while it's outside, fresh water is still important for wintertime hydration. A supply of (non-frozen) water, ideally above 45 degrees, will keep your horse hydrated and aid in digestion.

**Mouth Health.** Healthy teeth and mouth allow your horse to drink and eat without discomfort. It's wise to have an equine veterinarian check your horse's teeth and mouth to ensure he can eat comfortably and metabolize the right calories intake for weight maintenance throughout winter.

### Comfort and Warmth

**Your Horse's Natural Coat.** If possible, allow your horse's coat to grow during the winter months. Its natural thickness provides your horse with the extra insulation needed to keep its body warm as the weather gets colder, as a layer of warm air is trapped below the surface.

### Provide Extra Warmth.

There are times when you must clip your horse's coat to keep them cool while working in the winter or in preparation for a show. For this reason, or because you're got an older horse, extra warmth can increase the horse's comfort throughout winter. A waterproof, breathable blanket or coat will come in handy for days when your horse needs an extra layer to stay warm.

### Shelter During Winter.

The warmest natural coat isn't always enough to protect your horse from cold temperatures. A strong wind can cut right through it, and a wet coat can quickly lose its insulating ability. Provide your horse with shelter from wind, snow, and rain so it can enjoy pasture time and still have access to an area that will protect it from the elements.

### Wintertime Riding.

When riding your horse during the winter months, be careful to warm them up properly and ensure any sweaty areas are fully dried since this can cause the horse to later become chilled. Likewise, maintain care of horse riding tack and the proper saddle so that it doesn't become cracked and dry from the cold air, causing it to become less effective.

### Tending to Health

**Controlling Parasites.** Consult with the equine veterinarian for wintertime parasite control. Once the first frost has occurred, you may want to give your horse something to kill bot larvae.

### Barn Pest Control.

People and horses aren't the only creatures that seek warm places in wintertime. Other pests are likely to find their way into the barn. Discourage and control pests by keeping food storage in a sealed container. Likewise, store blankets, leather products and other materials that could be used for nests in sealed storage spaces.

### Vaccinations.

Good health is pivotal to staying comfortable and warm from the first frost until the temperatures begin to rise again. Part of your effort to maintain your horse's health should include any necessary vaccinations as autumn transitions to winter.

### Take Care of Hooves.

Hoof growth occurs throughout the year. Maintain hoof care year-round. Consider having your farrier use winter studs for traction and snowball pads to keep snow from accumulating inside the bottom of the hoof.

### Wintertime Storage

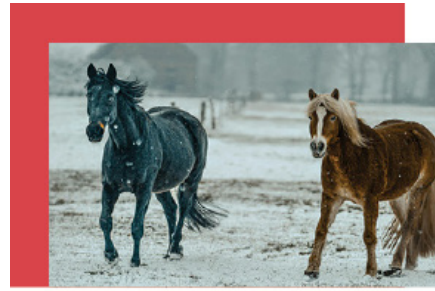
Make it easy to access everything you need throughout the winter months by putting away the seasonal items you won't need again until spring. By organizing your barn storage space, you can avoid wasting time searching for supplies and spend it grooming or caring for your horse. In conjunction with preparing your horse for winter, you can also be prepared by getting organized and ready to spend quality time with your equine friend this winter.

### Winter Readiness Timeline:

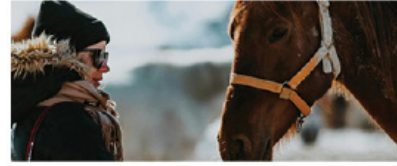
**September - October**  
- Vet and Dental Checks  
- Stock Up on Hay and Bedding  
- Update Vaccinations

**November - December**  
- Prepare Blankets and Barn Insulation  
- Adjust Feed and Hydration Systems  
- Organize Barn Storage

**January - February**  
- Monitor Body Conditions  
- Continue Hoof and Coat Care  
- Inspect Blankets Regularly



Cherri Reznicek | Big R Stores Magazine



Imhotep Aikman | Big R Stores Magazine



Cherita Sykes | Big R Stores Magazine



Verdian Miletic | Big R Stores Magazine

## WINTER READY HORSES START AT BIG R



### Water and Food

Trojan Hot Scot Heater #12520  
- Ideal for well houses & waterers

\$52.99

### Comfort and Warmth

Professional Choice 1200D Turnout Blanket with 300g Hill Waterproof and Breathable

\$139.99

### Tending to Health

Horse Health Equine Ivermectin Single Dose Paste

\$11.99

### Wintertime Storage

Edge Plastics Heavy Duty Storage Tote 40 Gallon

\$34.99

## BIG R STORES MAGAZINE

Website: bigrline.com  
Phone Number: 1-719-766-6495  
Email: customline@mybigr.com  
Address: 100 Big R St. Pueblo, CO, 81001

Dear Big R Family,

As the temperatures drop and the days grow shorter, life on the farm and ranch takes on a different rhythm. Winter brings its own set of challenges — and rewards — for those who care for animals, tend to the land, and keep things running no matter the weather.

In this issue, we focus on helping you and your animals stay comfortable, healthy, and prepared through the cold months ahead. From selecting the right blankets and feed for your horses, to stocking up on reliable winter gear and barn essentials, our goal is to make sure you have everything you need to face the season with confidence.

At Big R, we know that preparation makes all the difference. That's why we've gathered expert advice, product highlights, and practical tips from our team and local partners who understand what winter really means in our part of the world.

Whether you're caring for livestock, working outdoors, or simply looking to make your chores a little easier, we hope this issue inspires you to get ready, stay warm, and keep things running strong through the snow.

From all of us at Big R Stores Magazine — thank you for trusting us to be part of your everyday work and life.



Sincerely,  
Big R Management

Kimball | Big R Stores Magazine

These magazine pages are designed to highlight a story that is posted on the Big R Store Blog page, as well as highlight specific products sold at Big R to help ranchers and farmers get their livestock through winter. Brand consistent typography, color, imagery and hierarchy was utilized.



Almost Anything,  
Big R's Got It

# Big R Stores Newsletter

Warm Wishes From Our Barn To Yours



Published: November 21, 2025

## Big R Stores Magazine Feature Article:

**Winter's Coming:  
Is Your Horse Ready?**

[Read Article Here](#)

**Need help ensuring  
your animals are  
prepared for winter?  
Check out our other  
winter animal care  
guides:**

- [5 Ways to Winterize Your Homestead](#)
- [How to Build a Predator Proof Chicken Run](#)
- [Winter Lambing Season: Supplies Every Rancher Should Have](#)

Big R Stores  
**Holiday  
Gift  
Guide  
2025**



**Registration for Big R Stores  
Producing Partners Program is  
Now Open!**

Receive a Big R  
Stores Gift Card to  
utilize for your FFA  
or 4H Animals Needs

[Apply Here](#)

**We Want to Support Our Big R  
Family  
Customer Appreciation Sale Coupons**



- \$10 Off a \$50 Purchase
- 10% Off Livestock Feed and Supp-  
plies
- BOGO 50% on Pet Treats and Toys
- 10% Winter Costs

Big R Stores  
**Black  
Friday  
Deals  
2025**

Carhartt  
Milwaukee  
Purina Pet Food and Supplies  
Twisted X Shoes  
and much more!

[Shop Now](#)

## Big R's New Blog Section Is Now Available: Outdoor Lifestyle Stories

**5 Child Friendly Ranch  
Activities To Do With Your  
Family On A Snow Day!**

[Read Article Here](#)

We have our highly  
qualified marketing team  
research, interview, and  
gain insight from top  
brands to post these out-  
door lifestyle blog posts  
once a week.

**Read About More Camping,  
Hunting, Family Fun Winter  
Activities And Much More!**

[Browse Blog Here](#)



**Big R Stores  
Brand Of  
The  
Month Is...**

**Carhartt**

Receive up to 40% off  
select sweatshirts by  
Carhartt in store and  
online

Carhartt is a western wear  
brand that strives to build  
rugged products to serve and  
protect all hard working peo-  
ple. Big R is a proud retailer  
of Carhartt products.

**Visit Us:**

Address: 100 Big R St.  
PueNo, CO, 81001

**Contact Us:**

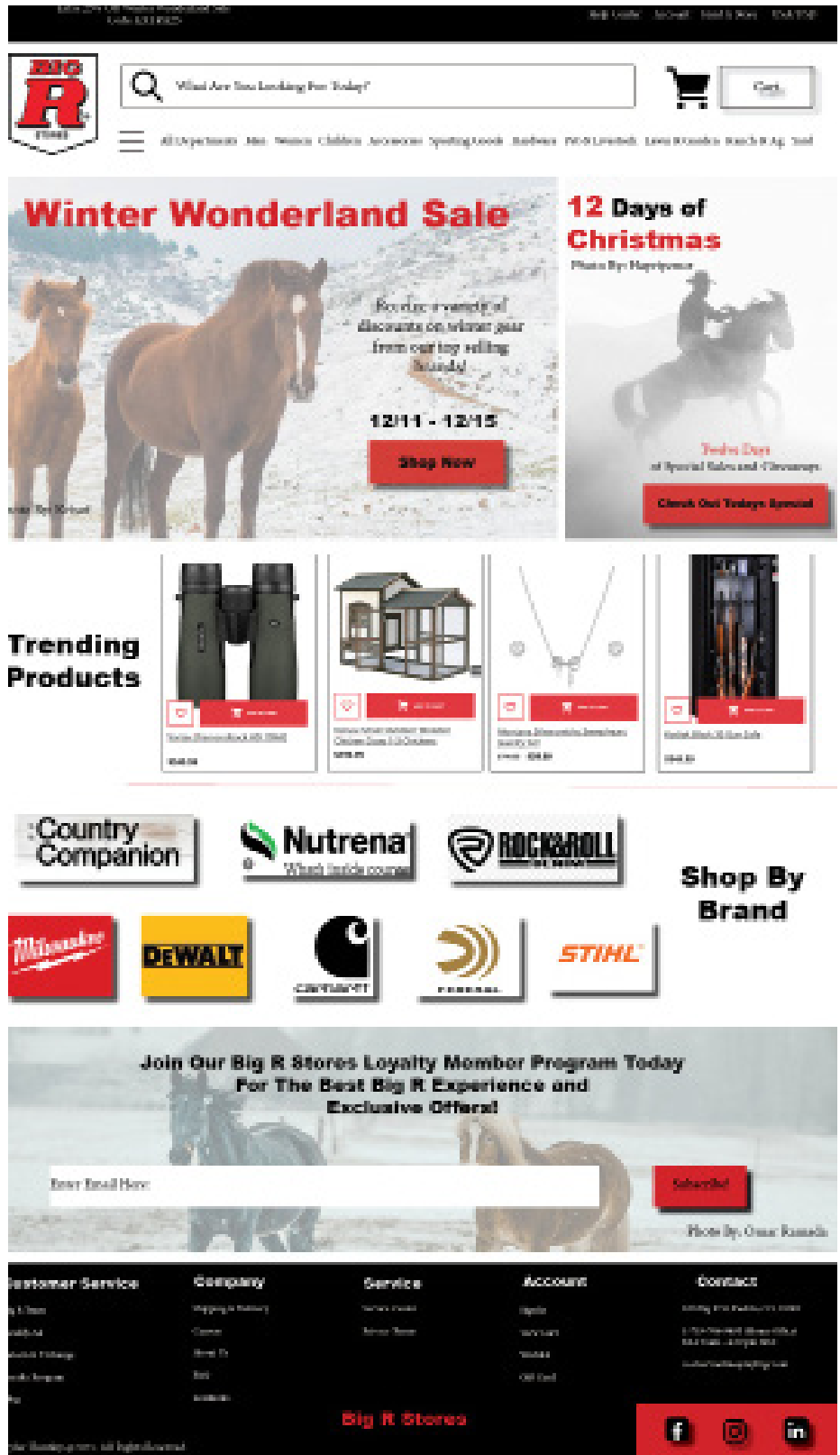
Phone Number: 1-719-766-9493  
Email: [customer@newsp@bigr.com](mailto:customer@newsp@bigr.com)

**Join Our Loyalty Program and Recieve  
Additional Great Deals**

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This digital newsletter is designed to highlight Big R community updates, deals, coupons, loyalty program and other company information, in an easy to scan and browse manner. Brand consistant typography, color, imagery and hierarchy was utilized in this design.

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This website homepage is designed to ensure that consumers are getting all of the information that they are seeking on the very front page of the website, while also ensuring that all the information is understandable and easy to navigate. Brand consistent typography, color, imagery and hierarchy was utilized in this design.