

equestrian

2011 MEDIA KIT



THE OFFICIAL MAGAZINE OF THE UNITED STATES EQUESTRIAN FEDERATION

What Makes equestrian So Special?

It's our readers! **equestrian** is the only place you can reach over 80,000 successful and competitive equestrians who compete across 28 breeds and disciplines. Readers who not only own horses and compete but who are passionate about horses. So passionate that they spend \$1.4 billion a year on horse-related products.

Reader Profile

Equestrian readers are upscale and educated with a considerable amount of discretionary income.

- 85% are women
- 66% have a college degree
- Average income of \$185,000
- 38% have a net worth over \$500,000
- 80% make or influence purchasing decisions at work
- The market value of the average home \$594,000
- 22% own two or more homes
- Spend an average of 30 nights per year in a hotel
- Own three vehicles
- 40% own a farm; 66% of those are 10 acres or more
- Own an average of four horses
- Compete at least six times per year

Why Are They Reading equestrian?

The Federation's flagship publication — **equestrian** magazine — has undergone some fun and exciting changes in preparation for 2011. Focusing on our readers' passion for all things equestrian, the magazine shines a spotlight on the lifestyle, faces and places that define the horse world and the equestrian landscape. From personality profiles to colorful feature articles, **equestrian** magazine extends our love of horses with anyone who shares in our passion.

So What Do They Like To Buy?

The average reader spends **\$16,000 per year** on equine-related purchases.

This adds up to over \$1.4 billion per year! **equestrian** readers want to make sure their horses are happy, healthy and performing at the top of their game.

Products	Average Annual Expenditure
Horse Feed	\$371 million
Trailers	\$337 million
English Tack and Saddlery	\$145 million
Fencing	\$144 million
Stable Supplies	\$132 million
Equine Medicines and Drugs	\$115 million
Equestrian Apparel	\$73 million
Vitamin and Mineral Supplements	\$47 million
Blankets and Sheets	\$36 million
Horse Health Care Products	\$36 million
Grooming Products and Equipment	\$30 million
Hoof Treatment	\$26 million
Dewormers	\$20 million
Fly Control	\$15 million
Helmets	\$10 million
Leather Care Products	\$7 million

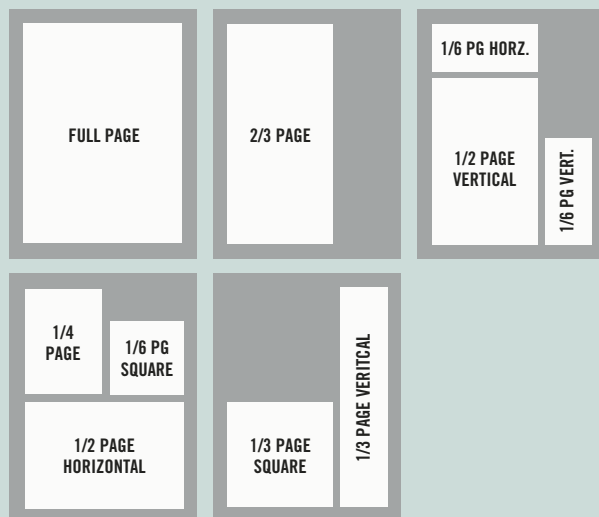


FOR MORE INFORMATION ON ADVERTISING

West of the Mississippi - Kim Russell 859.225.6938

East of the Mississippi - Crissi White 859.225.6936

AD SIZES



	WIDTH		HEIGHT
Full Page	8.125"	x	10.875"
2/3 Page	4.5625"	x	9.875"
1/2 Page (vertical)	4.5625"	x	7.375"
1/2 Page (horizontal)	6.875"	x	4.875"
1/3 Page (vertical)	2.1875"	x	9.875"
1/3 Page (square)	4.5625"	x	4.875"
1/4 Page	3.375"	x	4.875"
1/6 Page (vertical)	2.1875"	x	4.875"
1/6 Page (horizontal)	4.5625"	x	2.375"
1/6 Page (square)	3.375"	x	3.1875"
Overall Size			
Trim	8.125"	x	10.875"
Live	6.875"	x	9.875"
Bleed	8.375"	x	11.125"

AD RATES

	BLACK AND WHITE			FOUR COLOR		
	1x	3x	6x	1x	3x	6x
Full Page	\$2,700	\$2,600	\$2,190	\$4,740	\$4,500	\$3,895
2/3 Page	\$2,080	\$1,980	\$1,690	\$3,600	\$3,400	\$2,995
1/2 Page	\$1,720	\$1,600	\$1,390	\$2,980	\$2,840	\$2,480
1/3 Page	\$1,230	\$1,170	\$1,000	\$2,120	\$2,025	\$1,770
1/4 Page	\$990	\$940	\$795	\$1,660	\$1,580	\$1,380
1/6 Page	\$760	\$710	\$595	\$1,330	\$1,270	\$1,100
Inside Front Cover				\$5,900	\$5,650	\$4,890
Inside Back Cover				\$5,700	\$5,415	\$4,690
Outside Back Cover				\$6,600	\$6,300	\$5,490

EDITORIAL FEATURES AND ADVERTISING DEADLINES

		SPACE RESERVATIONS	AD MATERIALS	MAIL DATE
February/March	USEF Annual Meeting, USEF Horse of the Year Issue	1.7.2011	1.21.2011	3.5.2011
April/May	Senior Horse Issue	2.11.2011	2.25.2011	4.5.2011
June/July	Lifestyle Issue	4.15.2011	4.29.2011	6.5.2011
August/September	Pony and Youth Issue	6.17.2011	6.29.2011	8.5.2011
October/November	Who's Who Issue, Holiday Gift Guide	8.19.2011	8.30.2011	10.5.2011
December/January	Breeding Issue	10.21.2011	10.31.2011	12.5.2011



INTERNET ADVERTISING

WEEK IN REVIEW E-NEWSLETTER

The USEF “Week in Review” is an e-mail newsletter that is sent to over 49,000 subscribers each week. It contains up-to-date news and photos from recent equestrian competitions, information on USEF rule changes, USEF membership updates, links to important areas on the website, and much more.

1 month (4 insertions)	3 months (12 insertions)	6 months (24 insertions)	12 months (52 insertions)
\$1,800	\$4,800	\$8,400	\$13,000



AMERICAN BREEDER NEWS E-NEWSLETTER

The Performance Horse Registry (PHR) monthly e-newsletter, “American Breeder News”, is a breeder-savvy publication about sport horse breeding in the United States. “American Breeder News” is sent to over 50,000 subscribers and offers the latest news affecting the breeding industry from the PHR, breed registries across the United States and American breeders themselves. Banner ads will also be posted on the PHR website, phr.com.

1 month	3 months	6 months	12 months
\$400	\$1,050	\$1,800	\$3,000

USEF.ORG

Banner advertising is available on the United States Equestrian Federation website usef.org. This is the latest source of information for the USEF, providing details on membership, competitions, rules, points, online access to subscriptions and other important data. Ads appear on all pages of the site with the exception of the homepage. Banner pricing: \$600 per month; banner size is 120x90 pixels that expands to 120x240.

USEFNETWORK.COM

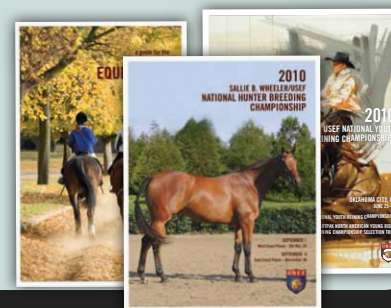
A new multi-media news center, launching in 2011. USEF Network will feature LIVE broadcasting and on-demand video, in addition to the latest equestrian news in a variety of formats. Call to learn more about advertising and sponsorship opportunities.

CLUBEQUESTRIAN.COM

Club Equestrian is a user-generated online community featuring “all things equestrian.” Members create profiles for themselves and their horses, upload and share status updates, as well as photos and videos, post messages in forums, and keep each other informed about competitions across the country through the calendar, news coverage and more. Call for pricing information.

ADDITIONAL USEF PUBLICATIONS

Looking for another great way to reach the competitive horse market? The USEF offers advertising in many championship programs throughout the year. The programs from these prestigious events are considered keepsakes by competitors, giving your ad a much longer shelf life. Let us help you put together a package of show program advertising to help you reach your target market. Call for details and pricing.



For more information on advertising, please contact:

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