



US EQUESTRIAN

MEDIA KIT 2021

MEET YOUR AUDIENCE

Advertising with US Equestrian allows you to reach over 180,000 successful and competitive equestrians who compete across 29 breeds and disciplines.

DEMOGRAPHICS

SO WHAT DO THEY PURCHASE?

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

This adds up to over **\$2.8 billion** per year! US Equestrian members 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

*This data was collected in 2017 through an online survey of USEF competing members across disciplines





MEMBER PROFILE

- 85% Female
- 66% have a college degree
- Average income of \$185,000
- Average net worth of \$955,000
- Own an average of four horses
- Compete at least six times per year
- Average home value is \$600,000
- 22% own two or more homes
- Own three vehicles
- 40% own a farm; 66% of those are 10 acres or more

CONTACT

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2021

US EQUESTRIAN MAGAZINE ADVERTISING DEADLINES

US Equestrian Magazine is the award-winning official publication of US Equestrian.

US Equestrian is available free of charge to all US Equestrian members. US Equestrian has five issues per year and is mailed to US Equestrian members.

Winner of the Overall Publication of the Year from American Horse Publications, *US Equestrian* highlights the joy of horse sports in all their diversity, celebrating our broad community and the horse-human bond that brings us all together. Readers will go behind the scenes with people and their horses at all levels, sharing in the excitement of everything from a new rider's first horse show to the United States Equestrian Team's Olympic achievements.

HORSE OF THE YEAR

Space Reservations: 2.1.2021

Ad Materials: 2.8.2021

Publish Date: 4.2.2021

SUMMER ISSUE

Space Reservations: 5.14.2021

Ad Materials: 6.1.2021

Publish Date: 7.7.2021

SPRING ISSUE

Space Reservations: 3.1.2021

Ad Materials: 3.8.2021

Publish Date: 4.15.2021

FALL ISSUE

Space Reservations: 7.26.2021

Ad Materials: 8.2.2021

Publish Date: 9.6.2021

WINTER ISSUE

Space Reservations: 9.20.2021

Ad Materials: 10.4.2021

Publish Date: 11.1.2021



US EQUESTRIAN MAGAZINE RATES & SPECS

COLOR ADVERTISING RATES

	1X	5X
Full Page	\$3,800	\$2,800
Half Page - vertical	\$2,600	\$2,000
Half Page - horizontal	\$2,600	\$2,000
Third Page	\$1,900	\$1,400
Quarter Page	\$1,400	\$995

PREMIUM ADVERTISING RATES

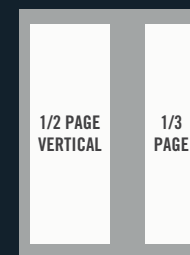
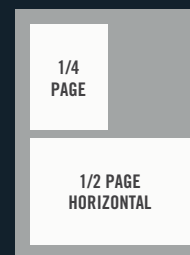
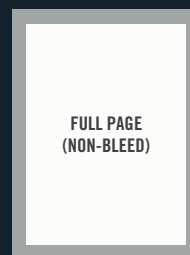
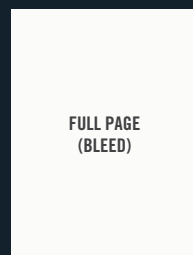
	1X	5X
Back Cover	\$5,200	\$4,200
Inside Front Cover	\$4,700	\$3,700
Inside Back Cover	\$4,400	\$3,400

AD SPECS

	Width	Height
Full Page	8.375"	11.125" *with 1/8 inch bleed
Full Page - non bleed	7.125"	9.875" *will have white border
Half Page - vertical	3.468"	9.875"
Half Page - horizontal	7.125"	4.825"
Third Page	2.25"	9.884"
Quarter Page	3.468"	4.825"



AD SIZES



ONLINE ADVERTISING OPPORTUNITIES

USEQUESTRIAN.ORG

More than 715,610 unique visitors come to USEF.org each year.

The average visitor spends 4.5 minutes on the site.

2,119,332 visits

715,610 annual unique visitors

12,559,374 annual page views

Banner ads on USequestrian.org are 300 x 250 pixels. May be static or animated and will hyperlink. Banners run site-wide.

1 month	3 months	6 months	12 months
\$1,000	\$2,400	\$4,800	\$7,200

EQUESTRIAN WEEKLY

The Equestrian Weekly newsletter showcases the best of US Equestrian, including new Learning Center videos, the USEF Network schedule, and original content. Distributed every Tuesday to more than 220,000 subscribers, Equestrian Weekly keeps members informed about affiliate news, international competitions, rule changes, membership updates, and more.

Banner Ad Size: 300 pixels by 250 pixels

1 month (4 insertions)	3 months (12 insertions)	6 months (24 insertions)	12 months (52 insertions)
\$2,000	\$4,800	\$8,400	\$13,000





YOUR AD HERE

BANNER AD
940x90 pixels



VIDEO PLAYER
Pre Roll 15-sec or
30-sec Spot

Event Overview **PRICER**



USEF NETWORK

USEF Network features live streaming and on-demand video from a wide range of exciting equestrian events each year. In addition, viewers can find educational content, commentary from the top US riders, and the latest equestrian news.

The USEF Network features more than 45 events and over 100 days of live coverage

- Over 5 million page views
- Average time on page: 5+ minutes
- More than 130,000 hours of on-demand content viewed

PRE-ROLL (15-SECOND OR 30-SECOND COMMERCIAL SPOT)

10,000 Plays	\$4,000
20,000 Plays	\$7,500

BANNER

940 x 90 pixel banner will appear above the live stream during the event.

Per Event	\$500
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