



US EQUESTRIAN

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MEDIA KIT 2017

# MEET YOUR AUDIENCE

Advertising with US Equestrian allows you to reach over 100,000 successful and competitive equestrians who compete across 29 breeds and disciplines.

## DEMOGRAPHICS

### SO WHAT DO THEY LIKE TO BUY?

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

This adds up to over **\$1.6 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







## MEMBER PROFILE

- 85% Female
- 66% have a college degree
- Average income of \$185,000
- Average net worth of \$955,000
- Own and 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

CONVINCED YET?

## CONTACT

**KIM RUSSELL**

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# 2017

US EQUESTRIAN MAGAZINE

## ADVERTISING DEADLINES

*US Equestrian Magazine is the official publication of US Equestrian.*

*US Equestrian*, is a digital magazine available free of charge to all US Equestrian members on the iPad, desktop computer and mobile devices. *US Equestrian* has four digital issues per year. There is also a special Horse of the Year issue that is mailed to all US Equestrian members in March.

US Equestrian showcases 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:** 2.13.2017

**Ad Materials:** 2.20.2017

**Publish Date:** 3.15.2017

*\*mailed to all US Equestrian members*

### SPRING ISSUE

**Space Reservations:** 3.13.2017

**Ad Materials:** 3.31.2017

**Publish Date:** 4.6.2017

*Limited print run will be distributed at*

*Rolex Kentucky Three-Day Event*

### SUMMER ISSUE

**Space Reservations:** 6.5.2017

**Ad Materials:** 6.12.2017

**Publish Date:** 7.3.2017

*Limited print run will be distributed*

*at US Pony Finals*

### FALL ISSUE

**Space Reservations:** 8.7.2017

**Ad Materials:** 8.14.2017

**Publish Date:** 9.4.2017

*Limited print run will be distributed*

*at the National Horse Show*

### WINTER ISSUE

**Space Reservations:** 10.6.2017

**Ad Materials:** 10.13.2017

**Publish Date:** 11.3.2017





PHOTO: SUSANJUSTICKLE.COM

# US EQUESTRIAN MAGAZINE RATES & SPECS

## COLOR ADVERTISING RATES

	1X	4X
Full Page	\$2,500	\$2,000
Half Page - vertical	\$1,700	\$1,200
Half Page - horizontal	\$1,700	\$1,200
Third Page	\$1,500	\$900
Quarter Page	\$1,200	\$700

## PREMIUM ADVERTISING RATES

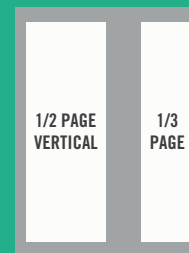
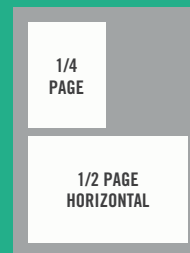
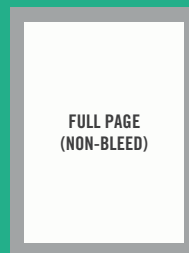
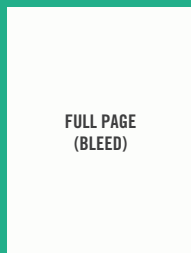
	1X	4X
Back Cover	\$3,900	\$3,000
Inside Front Cover	\$3,200	\$2,800
Inside Back Cover	\$3,200	\$2,800

## 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

## USEF NETWORK.COM

A multi-media news center. USEF Network features live broadcasting and on-demand video, in addition to the latest equestrian news in a variety of formats. Pre-roll (commercial) and banner advertising packages are available. *Call or email for details and pricing*

## USEQUESTRIAN.ORG

More than 715,610 unique visitors come to usequestrian.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 300x250 pixels.*

*Pricing: \$8 per 1,000 impressions*

## EQUESTRIAN WEEKLY

The Equestrian Weekly newsletter showcases the best of US Equestrian, including new Learning Center videos, the USEF Network schedule, and original content from US Equestrian Magazine. Distributed every Tuesday to more than 80,000 subscribers, Equestrian Weekly also keeps members informed about affiliate news, international competitions, information on rule changes, membership updates, and more.

*Banner Ad Size: 120 pixels by 240 pixels*

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







## ADDITIONAL MEDIA

### CHAMPIONSHIP PROGRAM ADVERTISING

US Equestrian offers advertising in many championship programs throughout the year. The programs from these prestigious events are kept as keepsakes by competitors, giving your ad a much longer shelf life. These programs include the US Pony Finals Program, US National Dressage Championship Program, and US Dressage Festival of Champions Program. *Call or email for details and pricing.*

## CONTACT

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