

A photograph of an equestrian rider on a brown horse, viewed from the side. The rider is wearing a dark blue jacket with a red, white, and blue collar, white breeches, and a dark helmet with a US flag design. The horse is wearing a bridle and a saddle pad with the number 18. The background is a blurred green field.

US EQUESTRIAN

MEDIA KIT 2024

MEET YOUR AUDIENCE

Advertising with US Equestrian allows you to reach over 400,000 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 **\$3.3 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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2024

US EQUESTRIAN MAGAZINE ADVERTISING DEADLINES

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

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: 1.18.2024

Ad Materials: 1.26.2024

Publish Date: 3.31.2024

SUMMER ISSUE

Space Reservations: 4.12.2024

Ad Materials: 5.3.2024

Publish Date: 7.12.2024

SPRING ISSUE

Space Reservations: 2.15.2024

Ad Materials: 2.23.2024

Publish Date: 4.15.2024

FALL ISSUE

Space Reservations: 7.5.2024

Ad Materials: 7.12.2024

Publish Date: 9.6.2024

WINTER ISSUE

Space Reservations: 9.13.2024

Ad Materials: 9.20.2024

Publish Date: 11.8.2024





US EQUESTRIAN MAGAZINE RATES & SPECS

COLOR ADVERTISING RATES

	1X	5X
Full Page	\$4,000	\$3,100
Half Page - vertical	\$2,950	\$2,200
Half Page - horizontal	\$2,950	\$2,200
Third Page	\$2,200	\$1,600
Quarter Page	\$1,550	\$999

PREMIUM ADVERTISING RATES

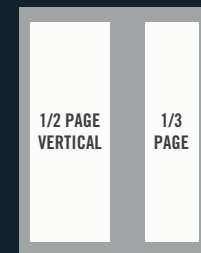
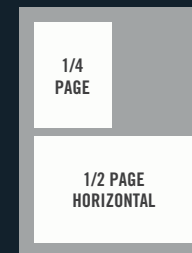
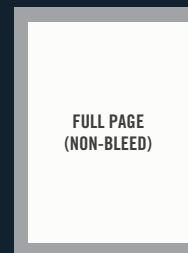
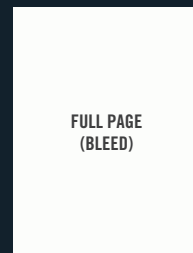
	1X	5X
Back Cover	\$5,700	\$4,300
Inside Front Cover	\$5,100	\$3,800
Inside Back Cover	\$4,800	\$3,600

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





CHAMPIONSHIP PROGRAMS

USEF PONY FINALS

This keepsake program is given to the competitors and their families at this prestigious event at the Kentucky Horse Park in August. This event draws more than 600 competitors from across the country. Deadline to book ad space 7/1/2024

Full Page	\$1.000
Half Page - horizontal	\$700

U.S DRESSAGE FESTIVAL OF CHAMPIONS

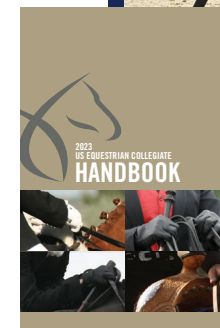
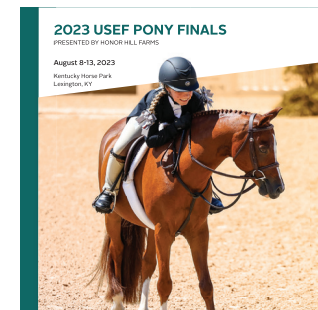
The U.S. Dressage Festival of Champions showcases the top athletes and horses in 16 National Championships which includes the USEF Para Dressage National Championship. The event takes place in August. Deadline to book ad space- 7/1/2024

Full Page	\$800
Half Page - horizontal	\$500

COLLEGIATE HANDBOOK

A great opportunity to reach a huge audience of middle and high school students and their families. The guides will be distributed at USEF youth competitions throughout 2024 and 2025. The guide will also be available for download on our website. Deadline to book ad space- 10/1/2024

Full Page color	\$900
Half Page color	\$650
Full page black and white	\$550



DIGITAL 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.

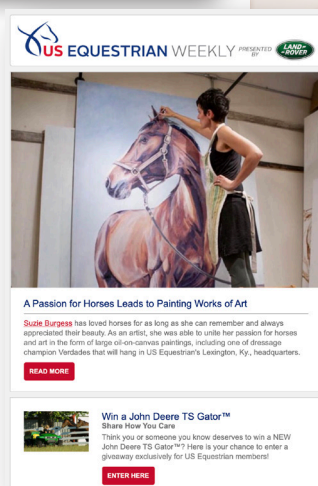
1 month	3 months	6 months	12 months
\$1,000	\$2,400	\$4,800	\$7,200

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	\$15,000



US EQUESTRIAN WEEKLY PRESENTS **LAND POWER**

A Passion for Horses Leads to Painting Works of Art

Suzie Burgess has loved horses for as long as she can remember and always appreciated their beauty. As an artist, she was able to unite her passion for horses and art in the form of large oil-on-canvas paintings, including one of dressage champion Verdesdes that will hang in US Equestrian's Lexington, Ky., headquarters.


[READ MORE](#)

Win a John Deere TS Gator™
Share How You Care

Think you or someone you know deserves to win a NEW John Deere TS Gator™? Here is your chance to enter a giveaway exclusively for US Equestrian members!

[ENTER HERE](#)



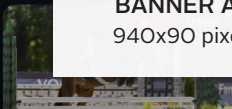


BANNER AD

BANNER AD
940x90 pixels


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

Live now



2023 Capital Challenge Horse Show


OUTDOOR RING / United States



2023 Capital Challenge Horse Show

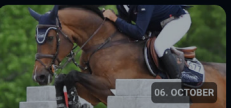
INDOOR RING / United States

Upcoming events >



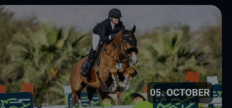
USEF 2023 Capital Challenge Horse Show

Upper Marlboro, MD / United States




USEF Split Rock Hunter Jumper Fall 2 CSI3*

Kentucky - Lexington / United States



USEF CSI5* Major League Show Jumping Greenwich


Greenwich / United States



USEF Platinum Performance/USEF Show Jumping Talent Search Finals - East


Gladstone, NJ / United States

Recent Events




Split Rock Hunter Jumper Fall 1 CSI3*

Kentucky, KY




WDAA Western Dressage World Championship Show

Guthrie, OK



WPCA 2023 American National Welsh & Cob Show

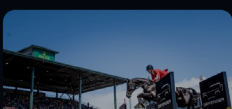
Chickasha, OK



St. Louis National Charity Horse Show


Lake St Louis, MO

Land Rover Kentucky Three-Day Event




USEF Tamra Smith Maintains Lead to be Overall 2023 Champion!

CCI5*-L Jumping Test




USEF Daniel Bluman ON FIRE in \$226,000 Kentucky Invitational 3* Grand Prix

Kentucky Invitational CSI3*



USEF Karl Slezak Dominates 4* Cross Country


Kentucky Three Day Event




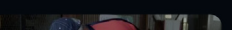
USEF Tamra Smith Leads 5* Cross Country


Kentucky Three Day Event

Learning Center









USEF NETWORK

USEF NETWORK LIVE NOW

USEF distributes one email to over 200,000 subscribers to announce the upcoming live streams and on-demand content on USEF Network. Following this email, USEF Network ‘Live Now’ emails are distributed to discipline specific lists to remind fans to tune into the stream. Don’t miss your opportunity to promote your company’s services and products to this equine-enthusiastic audience!

\$1,500 per month

- Banner ad 300x250 in the What’s Coming Up This Month Email
- Banner ad 300x250 in the weekly targeted emails

LIVE STREAMING

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. USEF Network now reaches a global audience through the USEF Network powered by Clip My Horse TV partnership.

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	\$5,000
20,000 Plays	\$7,500

BANNER

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

Per Event	\$1,000
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