

# HORSE & style

M A G A Z I N E



2020 MEDIA KIT





AN  
EXCEPTIONAL GUIDE  
TO

## *Show Jumping, Performance Hunters*

AND THE  
*Equestrian Lifestyle*

**Horse & Style Magazine** is a lifestyle publication with an innovative, behind-the-scenes focus on equestrian style and fashion; and unique, in-depth coverage of North American as well as global competitors, events and happenings.

### READERSHIP & DISTRIBUTION

*Horse & Style* publications include **two (2) seasonal issues per year:** Spring/Summer and Fall/Winter. Each issue is **available online and in print.**

In 2019, *H&S* magazines on Issuu (online) averaged an impressive **1,500 cover-to-cover reads and 10,000 impressions** per issue.

*H&S* has a **print distribution of 6,000 per issue** and is circulated at retail locations, training centers and equestrian competitions throughout North America.

### MONTHLY eNEWSLETTER

**8,000 newsletter subscribers** receive *H&S's* digital newsletter each month.

### SOCIAL MEDIA

*H&S* has a strong social media presence and boasts **51,500 followers on Instagram and 16,300 followers on Facebook.**



## READER PROFILE

### THE DEMOGRAPHIC

Equestrian enthusiasts are a perfect target audience for businesses looking to advertise to an educated market with purchasing power and disposable income. Research compiled by United States Equestrian Federation details the United States equestrian demographic:

- 85% are women
- 66% have a college degree
- Average income is \$185,000
- Average net worth of \$955,000
- 80% make or directly influence purchasing decisions at work
- The market value of the average home is \$600,000
- 22% own two or more homes
- Average 30 nights per year in a hotel
- Own 3 vehicles
- 40% own a farm; 66% of those are 10 acres or more
- Own an average of 4 horses
- Compete at least 6 times per year
- Spends \$16,000 per year on equine-related purchases

# EDITORIAL CALENDAR AND EDITORIAL CONTENT

In 2020, *Horse & Style Magazine* has shifted the editorial calendar to run two combined seasonal issues.

Each issue, at approximately 140 pages in length, will be filled with a variety of stories, reflecting all aspects of the sport and lifestyle, paired with pages upon pages of rich, eye-catching imagery.



## SPRING/SUMMER 2020

Released July 2020  
AD DEADLINE 06/20/20



## FALL/WINTER 2020

Released November 2020  
AD DEADLINE 10/20/20

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*Horse & Style Magazine* offers its readership an unmatched equestrian lifestyle experience. A peek at a few of *H&S*'s recurring features, as seen in most issues, include:

### HORSE & STYLE HOME

A peek into exquisitely equestrian-styled decor and homes.

### DESTINATION

From Doha to Sweden, Salamander Resort to Gateway Canyons, travel with *H&S* to incredible equine-influenced places all over the world.

### OUT & ABOUT

An innovative visual perspective of the world's top competitions.

### STYLE RIDER

Top competitors share their favorite brands and go-to looks.

### VENDOR SPOTLIGHT & NEW PRODUCT ALERT

The inspirations and anecdotes behind the industry's top and up-and-coming brands.

### HORSE SHOW BUCKET LIST

So many superb horse shows – *H&S* presents the must-attend events.

### BARN ENVY

Stories and imagery from some of the world's most incredible horse properties.



# PRINT RATES AND ADVERTISING SPECIFICATIONS

	1x	2x	4x
<b>FULL PAGE</b>	\$1,000. <sup>00</sup>	\$900. <sup>00</sup>	\$850. <sup>00</sup>
<b>2/3 PAGE</b>	\$700. <sup>00</sup>	\$630. <sup>00</sup>	\$595. <sup>00</sup>
<b>1/2 PAGE</b>	\$575. <sup>00</sup>	\$517. <sup>50</sup>	\$488. <sup>75</sup>
<b>1/3 PAGE</b>	\$500. <sup>00</sup>	\$450. <sup>00</sup>	\$425. <sup>00</sup>
<b>1/4 PAGE</b>	\$300. <sup>00</sup>	\$270. <sup>00</sup>	\$255. <sup>00</sup>

*Buy ahead and save!* 15% discount on 4 issue commitment  
10% discount on 2 issue commitment  
*Commitment of same size ad for all issues.*

<p><b>SPECIAL ADVERTISING</b></p> <p><i>Inside Front Cover – \$1,500.<sup>00</sup></i></p> <p><i>Inside Back Cover – \$1,200.<sup>00</sup></i></p> <p><i>Back Cover – \$3,500.<sup>00</sup></i></p> <p><i>Business Card Listing – \$75.<sup>00</sup></i></p>	<p><b>Contact H&amp;S for a Marketing Partnership Proposal customized to best benefit your business.</b></p>
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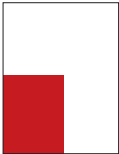
**AD DESIGN**

Design and production services are done in house and billed separately at \$75/hour. \$25 per photo scan. Layout/design, scanning, reduction, or enlarging of ad material, and changes to original material supplied will all incur production charges. Contact Sarah at (415) 359-5455, or email [advertising@horseandstylemag.com](mailto:advertising@horseandstylemag.com) for questions about your ad.

**DIGITAL DATA**

Ads must be 300 DPI, CMYK, 4/C process. No spot colors. PDF/X-1a is the preferred file format. CMYK PDFs are also acceptable. Make sure all fonts are embedded in PDF. Ads saved as JPEGs are not recommended. Do not send Microsoft Word files, GIF files, 72 DPI JPEG files, EPS files without fonts outlined, InDesign files, Quark files or Microsoft Publisher files.

*Horse & Style* is responsible only for accurate output of the electronic files submitted when they meet our specified requirements and cannot be held responsible for digitally submitted ads that do not meet the technical specification. *Horse & Style* is not responsible for color correcting bad scans, copy fitting, typos, etc.

 <p><b>Full Page</b> 8.5 x 10.875" Design for bleed 8.75 x 11.125" (.125" bleed)</p>	 <p><b>2/3 Page</b> 5.625 x 10.875" Design for bleed 5.875 x 11.125" (.125" bleed)</p>	 <p><b>Half Page Horizontal</b> 5 x 8.5" Design for bleed 5.25 x 8.75" (.125" bleed)</p>
 <p><b>Half Page Vertical</b> 4 x 10.875" Design for bleed 4.25 x 11.125" (.125" bleed)</p>	 <p><b>1/3 Page Horizontal</b> 8.5 x 3.5" Design for bleed 8.75 x 3.75" (.125" bleed)</p>	 <p><b>1/3 Page Vertical</b> 2.75 x 10.875" Design for bleed 3 x 11.125" (.125" bleed)</p>
 <p><b>Quarter Page</b> 4 x 5.375" Design for bleed 4.25 x 5.625" (.125" bleed)</p>	<p>The magazine's trim size is 8.5"w x 10.875"h. The safe area is 0.5" inside the edge on all sides. Do not use trim size as ad size. All ads must have a 0.125" bleed on all sides. Documents WITHOUT proper BLEED will be shrunk to fit within the safe area, creating a white border around the ad.</p>	

**All ad materials should be shipped directly to:**  
Horse & Style Magazine, 2448 Larkey Lane, Walnut Creek, CA 94597  
or emailed to: [advertising@horseandstylemag.com](mailto:advertising@horseandstylemag.com)



## DIGITAL OFFERINGS

### ONLINE ADS (PER MONTH)

*HOMEPAGE:*

**Large Banner: \$300**

1600px *w* x 350px *h*

**Small Square: \$75**

350px *w* x 350px *h*

*CONTENT &  
GIVEAWAY PAGES:*

**Medium Banner: \$175**

825px *w* x 100px *h*  
(“Articles” page only)

**Square Sidebar: \$50**

200px *w* x 200px *h*

### eNEWSLETTER ADS (PER MONTH)

**Premium Placement: \$500**

540px *w* x 250px *h*

**Secondary Placement: \$300**

280px *w* x 280px *h*

### ADDITIONAL DETAILS

Ad submissions are subject to the approval of *Horse & Style*’s staff.

### FILE SIZE

- Advertisements shall not exceed 75kb in size.
- Animations shall not exceed 15 seconds in length, and shall not play more than two times per page view.
- Any use of sound must be user-initiated (on click).

### FILE FORMATS

- GIF (.gif)
- JPEG (.jpg)
- Loading files from cross domains is not permitted for security reasons.
- All creative must function uniformly on MAC, PC and mobile platforms as well as multiple browser versions of Internet Explorer, Firefox, Chrome and Safari.



CONTESTS  
AND  
GIVEAWAYS

*Horse & Style Magazine's* monthly giveaways and twice yearly contests offer 4 continuous weeks of promotional exposure for a company offering to give away a product or service worth \$100 or more.

**MONTHLY ONLINE GIVEAWAYS**

Promotion Includes:

- 4 Facebook posts
- 4 Instagram posts
- Two 1/3 giveaway page advertisement in *H&S Magazine*. 1 to advertise the giveaway and 1 to congratulate the winner
- Link to company's website on *H&S's* website

Cost: \$500

**CONTESTS**

*Horse & Style* hosts two contests per year: the Endless Summer Giveaway (August 2020) and 12 Days of Christmas (December 2020).

Promotion Includes:

- 2 Facebook posts
- 2 Instagram posts
- Inside cover advertisement with the other 11 brands in the corresponding seasonal issue of *H&S Magazine*
- Link to company's website on *H&S's* website

Cost: \$250 or \$400 for both



# WHERE TO FIND US

## HORSE SHOWS & COMPETITION VENUES

<i>The Desert Circuit</i> Thermal, CA	<i>Del Mar National, Fall Festival &amp; International</i> Del Mar, CA	<i>HITS Culpeper</i> Culpeper, VA	<i>The New Albany Classic</i> New Albany, OH
<i>Blenheim EquiSports</i> San Juan Capistrano & Del Mar, CA	<i>Huntington Beach Equestrian Center</i> Huntington Beach, CA	<i>Old Salem Horse Show/ American Gold Cup</i> North Salem, NY	<i>Pennsylvania National Horse Show</i> Harrisburg, PA
<i>Los Angeles Equestrian Center</i> Los Angeles, CA	<i>Flintridge Riding Club</i> Lake View Terrace, CA	<i>The Devon Horse Show</i> Devon, PA	<i>The Las Vegas National</i> Las Vegas, NV
<i>Murieta Equestrian Center</i> Sacramento, CA	<i>Spruce Meadows Summer Series &amp; Masters</i> Alberta, Canada	<i>Kentucky Spring/Summer Horse Shows</i> Lexington, KY	<i>National Sunshine Series</i> Thermal, CA
<i>Sonoma Horse Park</i> Sonoma, CA	<i>The Winter Equestrian Festival</i> Wellington, FL	<i>USEF Pony Finals/ USHJA Derby Finals</i> Lexington, KY	<i>National Horse Show</i> Lexington, KY
<i>The Horse Park at Woodside</i> Woodside, CA	<i>HITS Saugerties</i> Saugerties, NY	<i>The Chicago Hunter Derby</i> Chicago, IL	<i>Washington International Horse Show</i> Washington, DC
<i>Menlo Charity Horse Show</i> Atherton, CA			<i>World Equestrian Center</i> Wilmington, OH

## TACK STORES

<i>Absolute Horse Inc.</i> Bend, OR	<i>Equus Now!</i> Lewis Center, OH	<i>Olson's Tack Shop</i> Northeast Bellevue, WA
<i>Calabasas Saddlery</i> Calabasas, CA	<i>Gallops Saddlery</i> Portland, OR	<i>Tack N Rider</i> Wellington, FL
<i>Equestrian's Concierge LLC</i> Petaluma, CA	<i>Horse Country</i> Warrenton, VA	<i>Valencia Saddlery</i> Sylmar, CA
<i>Equi-Products</i> Calgary, AB, Canada	<i>Maryland Saddlery</i> Butler, MD	

*Check online for updated listings, H&S's distribution list is always expanding.*



## TESTIMONIALS

*“Working with the advertising team at Horse & Style Magazine has always been a delight. H&S is on time, efficient and always has our brand’s best interest in mind. The added value that H&S brings to Ariat is their strong editorial content, it is targeted to the English rider, just like many of Ariat’s products.”*

**– Alison Borris**  
Senior Manager - PR & Partnership Marketing, Ariat International

*“Horse & Style is a beautiful magazine that provides a unique perspective on the Hunter/Jumper horse show world. It allows the advertiser to be front and center when it is displayed in the barn and the home. The H&S team’s customer service is great, the group is always ready to help with those last minute ad layouts and questions. It is a pleasure to have H&S as a part of our advertising team!”*

**– Donna Chopp-Parker**  
General Manager, Equine Insurance

*“Horse & Style is the most attractive magazine on the H/J circuit. It is not a publication that I just flip through once and recycle. I love the content so I read every issue front to back, and the aesthetics are beautiful so I leave them on my coffee table for months. With H&S, I know my ad is definitely getting seen by my target market audience.”*

**– Meredith Herman**  
Owner & Trainer, Burgundy Farms



# HORSE & style

M A G A Z I N E

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[FACEBOOK.COM/HORSEANDSTYLEMAG](https://FACEBOOK.COM/HORSEANDSTYLEMAG)  
INSTAGRAM: @HORSE&STYLEMAG

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Jennifer Gates and Capital Colnardo,  
photo © Danielle Maczynski

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Ashley Neuhof, Danielle Maczynski, Sarah Appel  
and Alden Corrigan Media

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