



2023 MEDIA KIT

# HORSE & style

M A G A Z I N E





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 **one (1) annual issue per year**. The annual issue is available online and in print.

*H&S* has a **print distribution of 6,000 per issue** and is circulated at retail locations, training centers and top equestrian competitions throughout North America, including World Equestrian Center's Ocala and Ohio locations, **World Equestrian Center's Ocala Equestrian Hotel** (in the hotel and every room for every event), the Winter Equestrian Festival in Wellington, FL, the Turf Tour at The Ridge at Wellington, the National Horse Show in Lexington, KY, the Pennsylvania National Horse Show, The Hampton Classic, The Devon Horse Show, Sonoma Horse Park in Petaluma, CA, Desert International Horse Park in Thermal, CA and many more.

*H&S* magazines on Issuu (online) average an impressive **2,000 cover-to-cover reads and 11,500 impressions** per issue.

### SOCIAL MEDIA

*H&S* has a strong social media presence with a combined online following of over **18,000**.





## 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 2023, *Horse & Style Magazine's* editorial calendar will consist of one seasonal volume and our NEW annual issue.

Each issue 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 2023

Released April 2023  
AD DEADLINE Early April 2023



### ANNUAL ISSUE

Released October 15, 2023  
AD DEADLINE 09/15/23

*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

## PRINT RATES

FULL PAGE	\$1,250. <sup>00</sup>
2/3 PAGE	\$850. <sup>00</sup>
1/2 PAGE	\$700. <sup>00</sup>
1/3 PAGE	\$550. <sup>00</sup>
1/4 PAGE	\$400. <sup>00</sup>

## SPECIAL ADVERTISING

Inside Front Cover – \$1,750.<sup>00</sup>

Inside Back Cover – \$1,500.<sup>00</sup>

Back Cover – \$3,500.<sup>00</sup>

Business Card Listing – \$75.<sup>00</sup>

Contact *H&S* for a  
Marketing Partnership  
Proposal customized  
to best benefit your  
business.

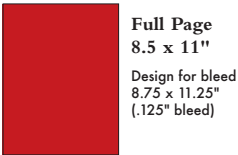
## AD DESIGN

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.

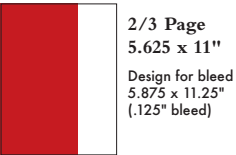
## DIGITAL DATA

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.

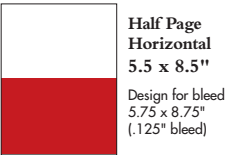
*Horse & Style* is responsible only for accurate output of the electronic files submitted when they meet our specified requirements and cannot be held responsible for digitally submitted ads that do not meet the technical specification. *Horse & Style* is not responsible for color correcting bad scans,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



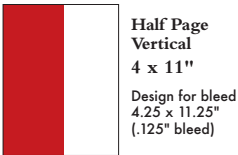
Full Page  
8.5 x 11"  
Design for bleed  
8.75 x 11.25"  
(.125" bleed)



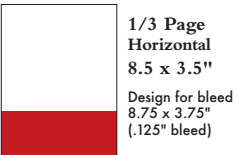
2/3 Page  
5.625 x 11"  
Design for bleed  
5.875 x 11.25"  
(.125" bleed)



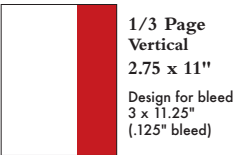
Half Page  
Horizontal  
5.5 x 8.5"  
Design for bleed  
5.75 x 8.75"  
(.125" bleed)



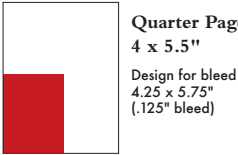
Half Page  
Vertical  
4 x 11"  
Design for bleed  
4.25 x 11.25"  
(.125" bleed)



1/3 Page  
Horizontal  
8.5 x 3.5"  
Design for bleed  
8.75 x 3.75"  
(.125" bleed)



1/3 Page  
Vertical  
2.75 x 11"  
Design for bleed  
3 x 11.25"  
(.125" bleed)



Quarter Page  
4 x 5.5"  
Design for bleed  
4.25 x 5.75"  
(.125" bleed)

The magazine's trim size is 8.5"w x 11"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.

## 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

## NEWSLETTER 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 annual holiday giveaway 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

### ADDITIONAL GIVEAWAY

*Horse & Style* hosts one additional giveaway each year: "12 Days of Christmas" (December 2023).

#### Promotion Includes:

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

Cost: \$300

## 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>Pennsylvania National Horse Show</i> Harrisburg, PA
<i>Blenheim EquiSports</i> San Juan Capistrano & Del Mar, CA	<i>Huntington Beach Equestrian Center</i> Huntington Beach, CA	<i>Old Salem Horse Shows</i> North Salem, NY	<i>The Las Vegas National</i> Las Vegas, NV
<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>National Sunshine Series</i> Thermal, CA
<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 Horse Show</i> Lexington, KY
<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>Washington International Horse Show</i> Washington, DC
<i>The Horse Park at Woodside</i> Woodside, CA	<i>HITS Saugerties</i> Saugerties, NY	<i>The Chicago Hunter Derby</i> Chicago, IL	<i>World Equestrian Center</i> Ocala, FL
<i>Menlo Charity Horse Show</i> Atherton, CA	<i>The New Albany Classic</i> New Albany, OH	<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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[INSTAGRAM: @HORSEANDSTYLE\\_MAGAZINE](https://INSTAGRAM.COM/@HORSEANDSTYLE_MAGAZINE)



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WEF, photo © Kimberly Beaudoin

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and Alden Corrigan Media

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