



2024 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.

EMAIL CAMPAIGNS

H&S offers access to a valuable profile base of 6,700 with a 98.5% delivery rate and 34% open rate (industry average 18%).

READERSHIP & DISTRIBUTION

Horse & Style publications include **two (2) issues per year. Both 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 **22,500**.



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 2024, *Horse & Style Magazine's* editorial calendar will consist of two volumes, Spring/Summer and Fall/Winter.

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/SUMMER

Releasing May 1, 2024
AD DEADLINE April 1, 2024



FALL/WINTER

Releasing October 15, 2024
AD DEADLINE September 15, 2024

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 (includes H&S graphic design support)

| | |
|------------------|------------|
| FULL PAGE | \$2,000.00 |
| 1/2 PAGE | \$1,000.00 |

SPECIAL ADVERTISING

Inside Front Cover – \$2,500.00

Inside Back Cover – \$2,250.00

Back Cover – \$4,500.00

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. 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 for questions about your ad.

DIGITAL DATA

Ads and photos submitted for article use must be “high resolution” images, at least 300 DPI/PPI, 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

| | | | | | |
|---|---|--|--|---|--|
|  | Full Page 8.5 x 11" Design for bleed 8.75 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) |
|---|---|--|--|---|--|

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 high-res ad materials should be emailed directly to:
advertising@horseandstylemag.com

High resolution images will not pixelate or become blurry when expanded.



Low resolution images will become blurry and pixelated when expanded. These cannot be used for print.



DIGITAL OFFERINGS

ONLINE ADS (PER MONTH)

HOME PAGE:

Large Banner: \$300
1600px w x 350px h

Small Square: \$75
350px w x 350px h

CONTENT PAGES:

Medium Banner: \$500
825px w x 100px h
(“Articles” page only)

Square Sidebar: \$200
200px w x 200px h

eNEWSLETTER ADS (PER MONTH)

Premium Placement: \$700
540px w x 250px h

Secondary Placement: \$500
280px w x 280px h

“What We’re Loving Now” section: \$200
Max of 6 brands per newsletter – 200px w x 200px h

ADDITIONAL DETAILS

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

FILE SIZE

- Advertisements need to be at least 300 DPI and should not exceed 2 MB 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



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

TACK STORES

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

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

MAGAZINE

SARAH APPEL
Publisher/Editor-in-Chief
sarah@horseandstylemag.com

HELEN (ABRAMS) POLLOCK
Managing Editor
helen@horseandstylemag.com

LAUREN ALLEN
Art Director

PAM MALEY
Copy Editor

DANA FOREMSKY
Advertising Sales
danaforemsky@gmail.com
cell: (310) 751-8574

WWW.HORSEANDSTYLEMAG.COM

FACEBOOK.COM/HORSEANDSTYLEMAG
[INSTAGRAM: @HORSEANDSTYLE_MAGAZINE](https://INSTAGRAM.COM/@HORSEANDSTYLE_MAGAZINE)

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WEF, photo © Kimberly Beaudoin

Interior features photography by:

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