



2025 SOCIAL MEDIA & NEWSLETTER KIT

# HORSE & *style*

M A G A Z I N E



FROM the H&S INSTAGRAM FEED



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%).

**GROW YOUR BRAND**

Join us in reaching your audience with our niche profile list of active equestrians.

Reach the *Horse & Style* audience starting at just \$200.

Be seen with a max of 8 modules in each campaign, your company and brand is sure to be seen.

Emails currently sent monthly with growth to 2/month starting August 2025.

Campaigns delivered during peak day/time combination to optimize audience activity.

**SOCIAL MEDIA**

H&S has a strong social media presence with a combined online following of over 22,500.

**ONLINE ADS  
(PER MONTH)**

*Homepage:*

**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





## READER PROFILE

**Horse & Style Magazine** offers its readership an unmatched equestrian lifestyle experience.

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.

### 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

## SOCIAL MEDIA OFFERINGS

### 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 [lauren@horseandstylemag.com](mailto:lauren@horseandstylemag.com) for questions about your ad.

### 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 Explorer, Firefox, Chrome and Safari.

### 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 correcting bad scans, copy fitting, typos, etc.

### eNEWSLETTER ADS (PER MONTH)

**Premium Placement: \$700**

540px w x 250px h

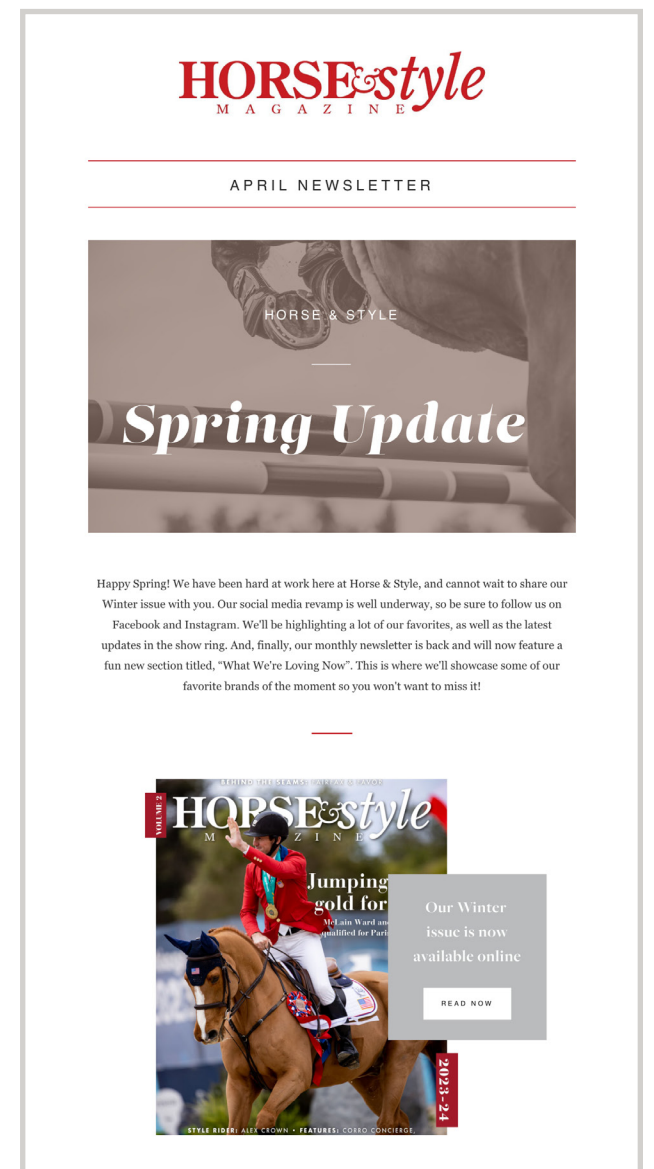
**Secondary Placement: \$500**

280px w x 280px h

**“What We’re Loving Now” section: \$200**

Max of 6 brands per newsletter - 200px w x 200px h

### eNEWSLETTER SAMPLE DESIGN







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.

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

**HORSE** & style  
MAGAZINE

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WEF, photo © Kimberly Beaudoin

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and Alden Corrigan Media