



EQ
AM
MAGAZINE

WHERE THE BEST BRANDS
MEET THE BEST READERS

MEDIAKIT 2019 / 2020

The image shows the logo for EQ Magazine, featuring a crown above the letters 'EQ' and a stylized horse head profile. Below this is 'AM' and 'MAGAZINE'. The text 'WHERE THE BEST BRANDS MEET THE BEST READERS' is written in a serif font, and 'MEDIKIT 2019 / 2020' is written in a sans-serif font at the bottom.



A BEAUTIFUL DESIGN AND PREMIUM CONTENT

A magazine for America

EQ AM Magazine is inspired reading for one of the most discerning audiences in the world: American equestrians.

All of EQ AM's content has some nexus with American horse culture. We feature everything the American equestrian lifestyle has to offer and focus on our own horses, riders, brands, artists, authors, designers, etc. Highlights include expansive spreads by talented equestrian artists from every medium, interviews with exceptionally successful riders from multiple disciplines, and professional reports on new scientific and technological discoveries from the field.

Designed with you in mind

EQ AM very carefully organizes all of this interesting content into an elegant, coffee table quality print edition that is tactile and indulgent (soft touch covers). EQ AM is not a magazine that people throw away! We select the finest colors, typography, format, and photography to ensure every detail is aesthetically perfect.

Our expertise creates a beautiful, quarterly presentation of the American equestrian world that captivates our readers and creates the perfect showcase for your products and services.



PARTNERSHIPS WITH THE BEST

EQ AM has formed mutually beneficial media partnerships with top shows from coast to coast. Your products and services can travel with us to shows like:

- Various Longines Sponsored Shows
- Land Rover Kentucky 3-Day
- Old Salem Farm Spring Shows (NY)
- Nilforushan Temecula Horse Show (CA)
- Sonoma Horse Park Shows (CA)
- The Devon Horse Show (PA)
- HITS (nationally)
- Upperville Colt and Horse Show (VA)
- Vermont Summer Festival
- Shows by West Palms Management (CA)
- Hampton Classic (NY)
- American Gold Cup (NY)
- Dressage at Devon (PA)
- Capital Challenge (MD)
- Washington Inter. Horse Show (DC)
- Pennsylvania Horse Show (MD)
- The National Horse Show (KY)
- Fair Hill International (MD)
- US Equestrian Federation
- SmartPak
- Kentucky Equine Research
- Rutledge Farm Sessions
- Trafalgar Books
- The Atlanta Equine Clinic
- The Natural Connection, Inc.

EQ AM Magazine has also partnered with several well-known companies and organizations in the American horse industry:



DISTRIBUTION

EQ AM is currently distributing 4,000 print copies per issue. We anticipate growth to at least 5,000 by the end of 2019.

EQ AM Magazine is available quarterly at tack shops and horse shows throughout the United States, and by direct mail subscription for \$39.99/year or online subscription for only \$19.99/year.

Besides our print and online versions, subscribers can enjoy EQ AM on their phones and tablets through the Issuu app.

EQ-AM.com also has a lot of free content formatted as “quick” reads of about 500 words. Readers can consume these short pieces of content while standing in line for coffee or waiting for an Uber. Their short nature keeps readers browsing through the website where more of your advertising gets absorbed along the way.

WIDE COVERAGE AND VISIBILITY

To expand the reach of our print advertisers, EQ AM's full print edition is available online through the Issuu app (by subscription).

All digitized print advertisements now include click-through links to the advertised product or company main page. These digital versions will remain indefinitely on EQ AM's “Archives” page and become freely available after each new issue.



DEMOGRAPHICS

Equestrian readers are economically middle to upper-class and well educated. Our audience tends to be highly discerning and excited about new products. Most riders are Millennials and young Gen Xers (18-39), indicating high interest by the most influential consumer segment. Data provided by US Equestrian (USEF) indicate the following:



90,000+ horses used for Show Jumping, Dressage, and Eventing



2.5 million households own at least 1 horse



Own an average of 4 horses and 3 vehicles.



\$1.5 billion dollars spent on horse-related products



22% own 2+ homes

85% female, 66% have a college degree, \$185,000 average income, and \$955,000 average net worth



MANY OPTIONS, ONE VEHICLE

Our Divine Equine section is an opulent opportunity for advertisers to highlight a specific product or service in a very high-end way for an economical price (USD \$500).

In this section, advertisers provide an image of their featured product or service with a paragraph of text describing it and how our readers can find it online or in stores. Its placement on the pages of Divine Equine also carries with it our implied (and true) endorsement that your product or service is particularly special.

Some of the brands who took advantage of this “advertorial” include: Lugano Diamonds, American Equus, Life Between the Ears, LA Saddlery, AtelierCG and DonnaB.

WHERE THE BEST BRANDS
MEET THE BEST READERS

PAST ADVERTISERS:

Lugano Diamonds

Charles Ancona

Sotheby's International

Top Jock Tack Boxes

American Equus

Trafalgar Books

MantraBand

Custom Saddlery

Saddlery Dresch

Equipe

NZ Saddlery





EDITORIAL CALENDAR

WINTER ISSUE

Discipline In Focus: Dressage
Publication in January

SPRING ISSUE

Discipline in Focus: Show Jumping
Publication in April

SUMMER ISSUE

Discipline in Focus: Para Dressage
Publication in July

FALL ISSUE

Discipline in Focus: Cross Country
Publication in October

Advertisement submission deadlines are somewhat flexible.
Contact EQ AM directly for specific dates.



PRINT RATE CARD

RATES

valid through December 2019

| | |
|---|------------|
| 1/3 PAGE | USD\$500 |
| 1/2 PAGE | USD\$800 |
| FULL PAGE | USD\$1,200 |
| DOUBLE PAGE | USD\$2,200 |
| PREMIUM PLACEMENT | |
| DOUBLE PAGE AT FRONT (COVER 2 & PAGE 1) | USD\$3,500 |
| INSIDE BACK PAGE (COVER 3) | USD\$1,800 |
| BACK PAGE (COVER 4) | USD\$2,500 |

* All prices per issue



PRINT RATE CARD
FEATURE-LENGTH ADVERTISING

RATES

valid through December 2019

4 PAGES USD\$4,000

6 PAGES + COVER MENTION USD\$5,000

ADD COVER MENTION USD\$900



EQ-AM.COM RATE CARD:

| RATES | valid through December 2019 |
|---------------------------|-----------------------------|
| Post Breakers | |
| 468x60, weekly placement | USD\$150 |
| 728x90, weekly placement | USD\$200 |
| 970x90, weekly placement | USD\$250 |
| Sideboards | |
| 125x125, weekly placement | USD\$150 |
| 336x280, weekly placement | USD\$250 |

(hot-link to your website at no additional cost)



SOCIAL MEDIA RATE CARD



RATES

valid through December 2019

Facebook:

1200x627 static photo USD\$300

1200x627 photo "carousel" (min. of 3, price is per photo) USD\$200

630x630 photo with click-thru URL to product/service/event USD\$400

504x283 static video USD\$500



RATES

valid through December 2019

Instagram:

1080x1080 static photo USD\$250

1080x1080 photo "carousel" (min. of 3, price is per photo) USD\$150

Video (square, up to 4GB) USD\$350

*Posts can be "boosted" at advertiser's expense; Rates are per post unless otherwise indicated; advertiser provides all "caption" copy up to 2,200 characters, including any URLs



PACKAGES

Package 1: \$1750 (total saved \$600 - \$1000)

- 1 full page print ad w/ click-through links (single value \$1200)
- 1 Facebook static post (single value \$300)
- 1 Instagram static post (single value \$250)
- 1 web ad posted x 4 weeks (choice of size, single value \$150 - \$250/week)

Package 2: \$3000 (total saved \$650 - \$1250)

- 2-page print ad spread w/ click-through link (single value \$2200)
- 1 Facebook carousel ad (3 photos) or video (single value \$500 - \$600)
- 1 Instagram carousel ad (3 photos) or video (single value \$350 - \$450)
- 1 web ad posted x 4 weeks (choice of size, single value \$150 - \$250/week)

Package 3: \$5000 (total saved \$1350 - \$2050)

- 1 full page print ad w/ click-through links (single value \$1200)
- 4-page advertorial (single value \$4000)
- 1 Facebook static post or video (single value \$300 - \$500)
- 1 Instagram static post or video (single value \$250 - \$350)
- 1 web ad posted x 4 weeks (choice of size, single value \$150 - \$250/week)

All packages can be tailored to suit your needs.
Please contact advertise@eq-am.com to discuss customization.

PRINT SPECIFICATIONS

DOUBLE PAGE SIZE:



18" (45.8 cm) x 12" (30.5) h.

FULL PAGE SIZE:



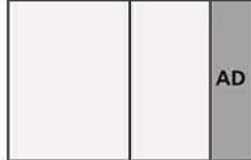
9" (22.9 cm) x 12" (30.5) h.

1/2 PAGE SIZE:



6" (15.2) x 9" (22.9 cm) h.

1/3 PAGE SIZE:



3" (7.7 cm) x 12" (30.5) h.

TRIM SIZE AND BLEED

Trim size is 9" (22.9cm) x 12" (30.5cm) height. Please allow an additional 0.1875" (0.470cm) for bleed. **IMPORTANT:** please keep all text, logos, etc. 0.5" (1.27cm) away from the edge of the page so it does not get trimmed off.

FILE REQUIREMENTS

Digital materials are required. Supply high-resolution press ready PDF files. Files must be the correct page size, including bleed. All images must be high-resolution (300 dpi or higher) and entire ad, including photos and graphics, must be in CMYK color space. Non-compatible files may incur conversion charges.

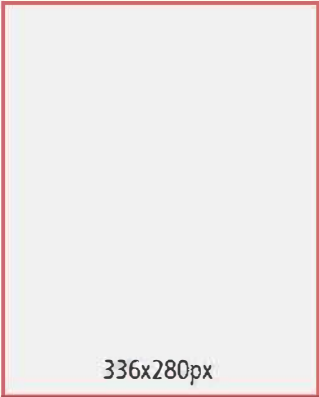
HOW TO SUBMIT FILES

Email files to advertise@eq-am.com. Files larger than 10MB can be sent to this email via WeTransfer.

OUR EXPERTS

To maintain the high quality of EQ AM visuals, our professionals can design your ads upon request. For more information, please email advertise@eq-am.com.

ONLINE SPECIFICATIONS



SIZES

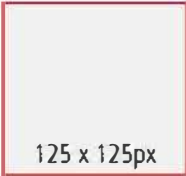
Post Breakers: 468x60px,
728x90px,
970x90px. **Square:** 125x125px. **Rectangle:** 336x280px.

FILE REQUIREMENTS

Advertisers provide all copy, photo(s) or video, and click-thru URL (where applicable).

HOW TO SUBMIT FILES

Email files to advertise@eq-am.com.



**Sizes are not scale; diagrams are for planning purposes only.



Email information: info@eq-am.com
Advertising inquiries: advertise@eq-am.com

