



EQUINE  
AMERICA  
MAGAZINE

WHERE THE BEST BRANDS MEET THE BEST READERS

MEDIAKIT 2019 / 2020



## A BEAUTIFUL DESIGN AND PREMIUM CONTENT

### **A magazine for America**

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

All of Equine America'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**

Equine America very carefully organizes all of this interesting content into an elegant, coffee table quality print edition that is tactile and indulgent (soft touch covers). Equine America 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.

## DISTRIBUTION

Equine America is currently distributing 5,000 print copies per issue.

Equine America 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 Equine America on their phones and tablets through the Issuu app.

www.EQ-AM.com also has a lot of free content formatted as "quick" reads of 500-1000 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, Equine America'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 Equine America's "Archives" page and become freely available after each new issue.



## PRINT IS NOT DEAD!

### EQUESTRIANS EVERYWHERE REPORT THEY PREFER PRINT MAGAZINES OVER ONLINE MEDIA OPTIONS.

Equestrians relish the feeling of a magazine in their hands, especially EQuine AMerica's luxuriously velvet-laminate covers! Plus, our elegant feel keeps EQuine AMerica on reader's coffee tables and out of the recycling bin.

Most riders say they only begin to pay attention to a brand after seeing it on social media, seeing it in print, and then seeing it in person.

Consumers understand the expense of print advertising, therefore print acts as a legitimizer for your brand.

### STATS FROM "WHAT CAN NEUROSCIENCE TELL US ABOUT WHY PRINT MAGAZINE ADVERTISING WORKS" SAYS PRINT DOES BETTER THAN DIGITAL BECAUSE:

- Preferred medium by majority polled (even millennials)
- Higher comprehension and recall
- More sensory involvement, which contributes to impact on readers
- Greater stimulation of emotions and desires
- More focused attention and fewer distractions (no pop ups, flashing ads, and phone notifications)
- Print is an important part of brand recognition!

Source: Yale Alumni Magazine and White Paper for  
The Association of Magazine Media by Scott McDonald, PhD.







## PARTNERSHIPS WITH THE BEST

Equine America has formed mutually beneficial media partnerships with top shows from coast to coast. Your products and services will travel with us to the best shows!



## PARTNERSHIPS WITH THE BEST

- 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)
- American Eventing Championship (KY)
- Great Meadow International Horse Trial (VA)
- Longines Global Champions Tour (NY)
- Longines Masters (NY)
- New England Dressage Fall Festival (NY)
- Palm Beach Masters (FL)

**Equine America Magazine** has also partnered with several well-known companies and organizations in the American horse industry:

- US Equestrian Federation
- SmartPak
- Kentucky Equine Research
- Event Clinics
- Rutledge Farm Sessions
- Trafalgar Books
- The Atlanta Equine Clinic
- The Natural Connection, Inc.





## 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've taken 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
- N2 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 EQUine AMerica directly for specific dates.



## PRINT RATE CARD

### RATES

valid through December 2019

<b>1/3 PAGE</b>	<b>USD\$500</b>
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<b>1/2 PAGE</b>	<b>USD\$800</b>
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<b>FULL PAGE</b>	<b>USD\$1,200</b>
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<b>DOUBLE PAGE</b>	<b>USD\$2,200</b>
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### **PREMIUM PLACEMENT**

<b>DOUBLE PAGE AT FRONT</b> (COVER 2 & PAGE 1)	<b>USD\$3,500</b>
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<b>INSIDE BACK PAGE</b> (COVER 3)	<b>USD\$1,800</b>
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<b>BACK PAGE</b> (COVER 4)	<b>USD\$2,500</b>
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\* All prices per issue





PRINT RATE CARD  
FEATURE-LENGTH ADVERTISING

RATES

valid through December 2019

4 PAGES

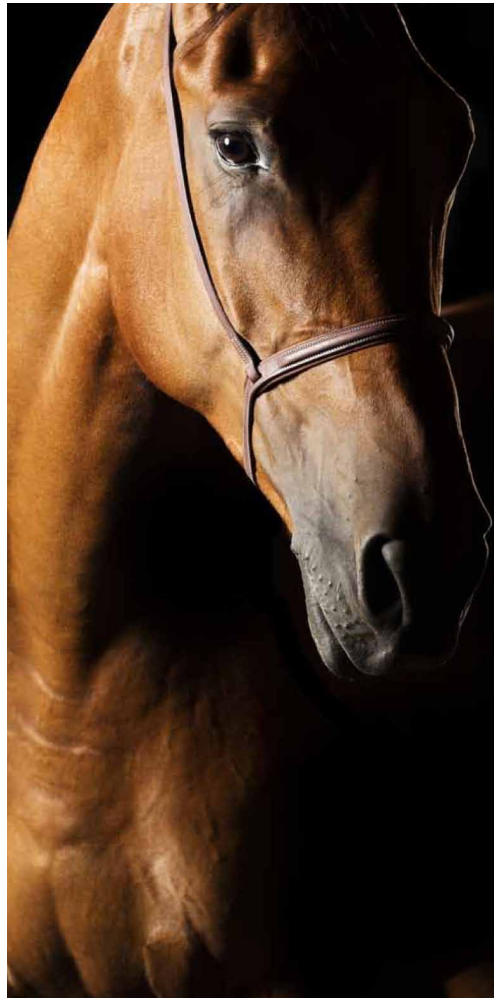
USD\$4,000

6 PAGES + COVER MENTION

USD\$5,000

ADD COVER MENTION

USD\$900



## 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
1080x1920 Instagram Story (per page)	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 - \$900)**

- 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 Instagram story (single value \$150)

### **Package 2: \$3000 (total saved \$650 - \$1150)**

- 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 Instagram story (single value \$150)

### **Package 3: \$5000 (total saved \$1350 - \$1950)**

- 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 Instagram story (single value \$150)

All packages can be tailored to suit your needs.  
Please contact [advertise@eq-am.com](mailto:advertise@eq-am.com) to discuss customization.



# PRINT SPECIFICATIONS

**DOUBLE PAGE SIZE:**



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

**FULL PAGE SIZE:**



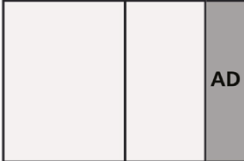
9" (22.9 cm) x 12" (30.5) h.

**1/2 PAGE SIZE:**



4.5" (11.4 cm) x 12" (30.5) 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](mailto: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](mailto:advertise@eq-am.com).



**EQUINE**  
**AMERICA**  
**MAGAZINE**

**Email information:** [info@eq-am.com](mailto:info@eq-am.com)  
**Advertising inquiries:** [advertise@eq-am.com](mailto:advertise@eq-am.com)