



THE MAGAZINE OF THE UNITED STATES
HUNTER JUMPERS ASSOCIATION

USHJA
IN STRIDE
2019 MEDIA KIT

IN STRIDE

- An exclusive publication mailed bi-monthly to members of the U.S. Hunter Jumper Association, In Stride serves the English equestrian industry's most affluent, and influential, market.
- These riders compete often, from schooling shows all the way up through the highest levels.
- As USHJA's official publication, providing critical discipline news and information, In Stride is a must read for this set.
- It is the ideal environment to showcase your product and services – In Stride is the only publication guaranteed to reach the entire market – owners, riders and trainers – who often influence their clients' purchasing decisions.



EDITORIAL HIGHLIGHTS & DEADLINES

MARCH: FOCUS ON HORSE SHOW PHOTOGRAPHY

- Horse Care Series – The New Science of Deworming
- WCHR Palm Beach Hunter Spectacular Coverage

Space Due: 02/06/19 • Materials Due: 02/08/19 • Mail Date: 03/12/19

MAY: FOCUS ON THE EQUESTRIAN ATHLETE

- Horse Care Series: Short- and Long-term Competition Goals

Space Due: 03/20/19 • Materials Due: 03/22/19 • Mail Date: 04/30/19

MAY DIGITAL: FOCUS ON THE IHSA

JULY: FOCUS ON SPORT HORSE DEVELOPMENT

- Horse Care Series: The Nutritional Needs of Your Horse
- Sidebar on Young Horse Nutrition

Space Due: 05/15/19 • Materials Due: 05/17/19 • Mail Date: 06/18/19

SEPTEMBER: FOCUS ON USHJA GREEN HUNTER AND USHJA INTERNATIONAL HUNTER DERBY CHAMPIONSHIPS

- Horse Care Series: Leather Care

Space Due: 08/07/19 • Materials Due: 08/09/19 • Mail Date: 09/10/19

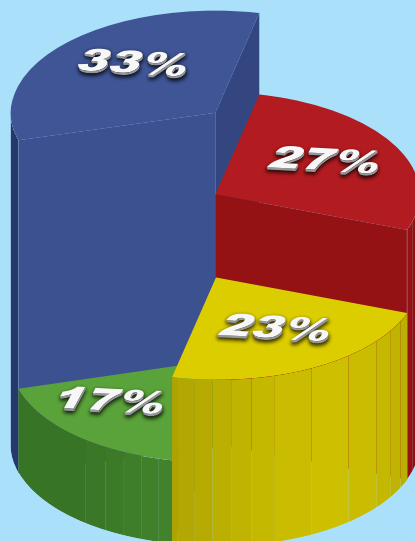
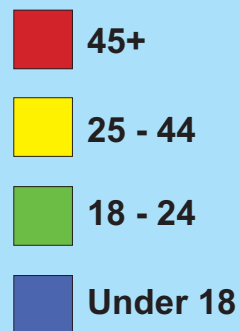
NOVEMBER: FOCUS ON WCHR

- Horse Care Series: Blanketing and Clipping

Space Due: 10/09/19 • Materials Due: 10/11/19 • Mail Date: 11/05/19

IN STRIDE

BROAD AGE DEMOGRAPHICS



AFFLUENT AVERAGE HOUSEHOLD INCOME:

\$227,500

AVERAGE VALUE OF MOST EXPENSIVE HORSE:

\$87,000

88%

OWN ONE OR
MORE HORSE(S)

43%

OWN 2-5
HORSES

8%

OWN 10+
HORSES





IN STRIDE

COMPETITIVE:

94% COMPETE

AT LEAST ONCE A YEAR



COMPETE MORE THAN
10 TIMES A YEAR:

47%

COMPETE AT PREMIER
AND NATIONAL USEF-RAT-
ED COMPETITIONS:

73%

COMPETE AT SHOWS THAT REQUIRE HORSES
TO BE STABLED OVERNIGHT ON GROUNDS:

77%





IN STRIDE

2019 ADVERTISING RATES

DISPLAY RATES *Effective with the January 2019 issue*

4 color	1x	3x	6x
Full page	\$3,245	\$3,150	\$3,045
2/3 page	2,455	2,390	2,315
1/2 page	1,870	1,820	1,750
1/3 page	1,430	1,385	1,340
1/6 page	1,075	1,055	1,015

2 color			
Full page	\$2,730	\$2,645	\$2,550
2/3 page	2,075	2,010	1,950
1/2 page	1,580	1,530	1,480
1/3 page	1,195	1,165	1,125
1/6 page	915	880	855

Black & White			
Full page	\$2,165	\$2,095	\$2,030
2/3 page	1,650	1,590	1,540
1/2 page	1,250	1,220	1,180
1/3 page	950	920	885
1/6 page	725	700	675

Covers - 4 color			
2nd cover	\$4,050	\$3,925	\$3,805
3rd cover	3,845	3,735	3,615
4th cover	4,380	4,245	4,115

Please refer to the Equine Networks Mechanical Specifications Sheet for details.



5720 Flatiron Parkway • Boulder, CO 80301
www.aimmedia.com/en.html

