



IN STRIDE

The magazine of the United States Hunter Jumper Association

If you are looking for serious hunter/jumper/equitation riders, look no further. As the official magazine of the United States Hunter Jumper Association, *In Stride* delivers an unmatched, wealthy readership. Produced bi-monthly, *In Stride* offers important organizational news, quality editorial and behind-the-scenes insight that members crave.

Unsurpassed Excellence

Whether they are shipping their horses cross-country to show in Florida or California, or attempting to qualify for the prestigious "indoors" circuit, *In Stride* readers are avid competitors. Not content to settle for second best, these readers want the unsurpassed excellence of *In Stride* for their entire horse experience.

Considered true athletes, both horses and riders require the state-of-the-art care of sports medicine. With a large percentage of the readership aspiring to be at the top of their game, they seek the products and services that give them an edge on the competition.

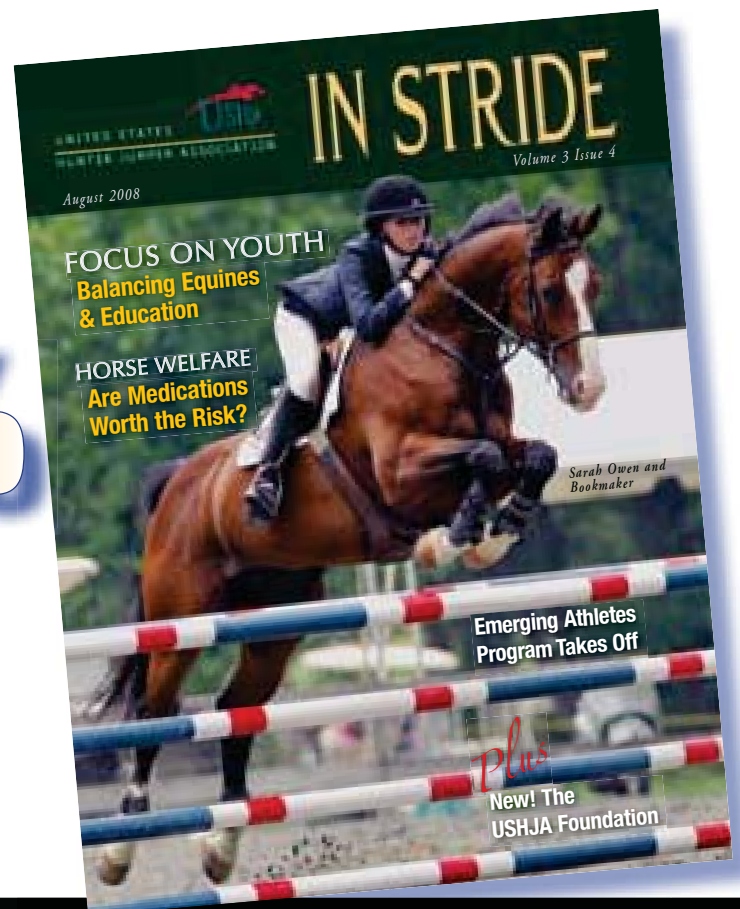
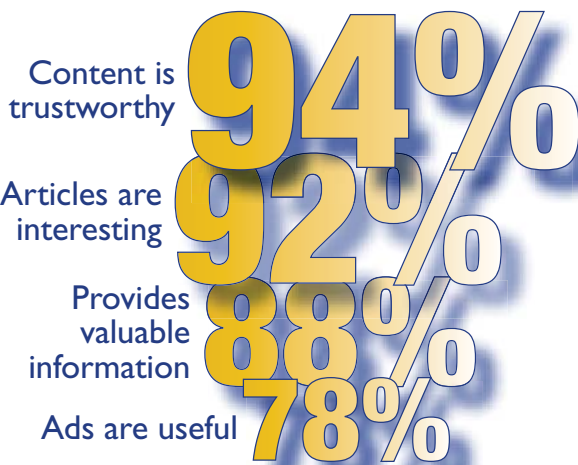
Advertising that Makes a Difference

"*In Stride* is one of Beval Saddlery's top three advertising outlets. The magazine itself is educational and thoroughly enjoyable to read. I am a fan as well as an advertiser, and will be for a long time."

~ Christopher Tevis, Marketing and Advertising Director, Beval Saddlery Ltd.

Members Love *In Stride*

Percent of readers who agreed or strongly agreed with these statements:



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Powerful Numbers

The United States Hunter Jumper Association conducted a membership survey in July 2007. The results are impressive:

In Stride Readers

- Average household income \$237,000
- Average net worth \$1,441,000
- 85% own their own home
- 54% own a horse trailer
- Own an average of 10 acres
- 40% use a commercial shipper
- 99% attend or participate in horse shows
- 74% own custom stable equipment
- 44% are amateur riders (over 18)
- 18% are professional horsemen
- 37% are junior riders (under 18)
- 65% own one or more dogs

Their Horses

- Average value \$83,500
- 81% compete at A-rated shows
- 91% are fed supplements
 - 71% for joint therapy
 - 51% for hoof health
 - 40% for coat
- 95% are vaccinated against West Nile virus
- 71% receive alternative therapeutic treatments (massage, etc.)
- 81% are insured



One of the 36,000 Subscribers of *In Stride*

Name Debbie Perkins from New Canaan, CT

Age 50

Career Interior designer

Horses Captain Jack, La Fayette

Aspiration Be one of the top amateur hunter riders, while having great fun!

Favorite horse show I love the Florida circuit. It's warm, beautiful and great competition.

Best investment you've made for your horses Picking the top professionals for my horses: my trainer, Geoff Teall, best vets, massage, etc.

Greatest achievement with her horses Learning how to be consistent, which has helped me get ribbons on whatever horse I may be riding.

Favorite thing about In Stride It is a concise, pertinent, quick read in a busy world.