



THE MAGAZINE OF THE UNITED STATES  
HUNTER JUMPERS ASSOCIATION

USHJA  
**IN STRIDE**  
2020 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 PRINT:** **FOCUS ON WCHR SPECTACULAR /GOLD STAR CLINICS**

- Caring for Horses Series
- Gold Star Clinic Coverage (East/West/Central)
- WCHR Palm Beach Hunter Spectacular Coverage

**Space Due: 02/05/20**

**Materials Due: 02/07/20**

**Mail Date: 03/10/20**

### **MAY PRINT:** **FOCUS ON EDUCATION**

- Caring for Horses Series
- Jumper Judges Perspective:  
How do you become a jumper judge?

**Space Due: 03/25/20**

**Materials Due: 03/27/20**

**Mail Date: 04/28/20**

### **MAY DIGITAL:** **FOCUS ON THE IHSA**

### **JULY PRINT:** **FOCUS ON JUMPERS**

- Caring for Horses Series
- Gold Star Clinics with  
sidebars on successful riders  
at various levels

**Space Due: 05/13/20**

**Materials Due: 05/15/20**

**Mail Date: 06/16/20**

### **SEPTEMBER PRINT:** **FOCUS ON USHJA GREEN HUNTER & USHJA INTERNATIONAL HUNTER DERBY CHAMPIONSHIPS**

- Caring for Horses Series
- Green Hunter Incentive Coverage
- Derby Championship Coverage
- Photo Gallery
- Olympic Games Show Jumping  
News Feature

**Space Due: 08/05/20**

**Materials Due: 08/07/20**

**Mail Date: 09/08/20**

### **NOVEMBER PRINT:** **FOCUS ON WCHR & FALL PROGRAM RESULTS**

- Caring for Horses Series
- Capital Challenge Coverage
- USHJA Jumper Seat Medal Finals  
East/West
- Young Hunter Pony Championships &  
Pony Hunter Derby Coverage

**Space Due: 10/07/20**

**Materials Due: 10/09/20**

**Mail Date: 11/03/20**

### **DECEMBER DIGITAL:** **FOCUS ON THE ANNUAL MEETING**

### **JANUARY 2021 PRINT:** **TBA**

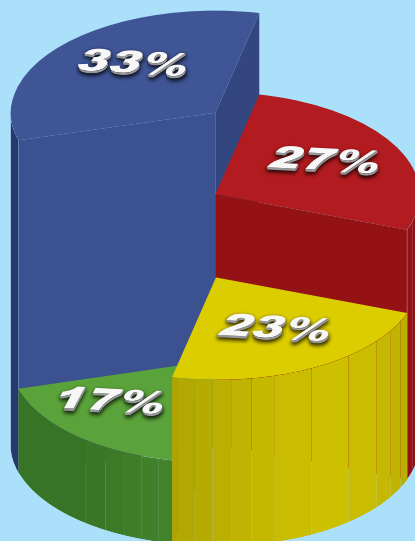
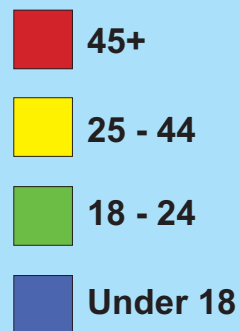
**Space Due: 11/11/2020**

**Materials Due: 11/13/2020**

**Mail Date: 12/22/2020**

# 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

## 2020 ADVERTISING RATES

DISPLAY RATES *Effective with the March 2020 issue*

<b>4 color</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>
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

<b>2 color</b>			
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

<b>Black &amp; White</b>			
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

<b>Covers - 4 color</b>			
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.*



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