

EQUINE NETWORK MEDIA KIT

2021



OUR BRANDS



OUR MISSION

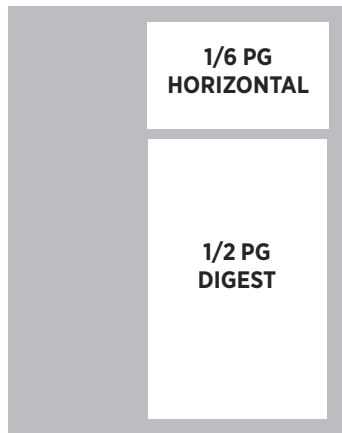
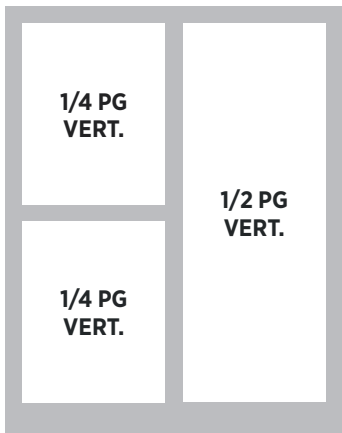
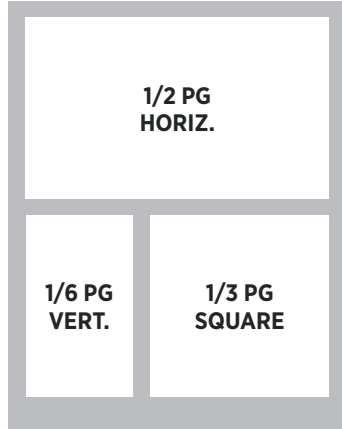


The Equine Network informs the dialogue of the horse industry through compelling storytelling across ever-evolving platforms. Its expert team of journalists and marketers dive to the heart of the stories that inspire the industry, meeting our passionate audiences where they are. Through a diverse offering of legacy print brands touching each funnel of the horse industry daily, the Equine Network leads the charge for innovation and creativity in marketing and passion.

Melissa Kitchen

VP Marketing Services, Equine Network





MAGAZINE TRIM SIZE IS 7-7/8" X 10-1/2" (7.875" X 10.5")

All materials must be submitted according to the specs shown below.
Width is given as the first dimension.

Display Ad Dimensions

Full Page (non-bleed)	7-3/8" x 10"	(7.375" x 10")
Full Page (bleed)	8-1/8" x 10-3/4"	(8.125" x 10.75")
2 Page Spread (bleed)	16" x 10-3/4"	(16" x 10.75")
2/3 Page Vertical	4-5/8" x 9-3/4"	(4.625" x 9.75")
1/2 Page Horizontal	7" x 4-3/4"	(7" x 4.75")
1/2 Page Digest	4-5/8" x 7-1/4"	(4.625" x 7.25")
1/3 Page Square	4-5/8" x 4-3/4"	(4.625" x 4.75")
1/3 Page Vertical	2-1/4" x 9-3/4"	(2.25" x 9.75")
1/6 Page Horizontal	4-5/8" x 2-1/4"	(4.625" x 2.25")
1/6 Page Vertical	2-1/4" x 4-3/4"	(2.25" x 4.75")

Special Ad Sections

1/2 Page Vertical	3-7/16" x 9-3/4"	(3.4375" x 9.75")
1/4 Page Vertical	3-7/16" x 4-3/4"	(3.4375" x 4.75")

The Team Roping Journal

1/5 Page Island	4-5/8" x 7-1/4"	(4.625" x 7.25")
1/2 Page Vertical	3-7/16" x 9-3/4"	(3.4375" x 9.75")
1/4 Page Vertical	3-7/16" x 4-3/4"	(3.4375" x 4.75")

MarketPlace

1/3 Page Vertical	2-1/4" x 9-5/8"	(2.25" x 9.625")
1/6 Page Horizontal	4-5/8" x 2-1/4"	(4.625" x 2.25")
1/6 Page Vertical	2-1/4" x 4-3/4"	(2.25" x 4.75")
Double 1/9 Page Horizontal	4-5/8" x 3-1/8"	(4.625" x 3.125")
Double 1/9 Page Vertical	2-1/4" x 6-3/8"	(2.25" x 6.375")
Single 1/9 Page Vertical	2-1/4" x 3-1/8"	(2.25" x 3.125")

MICHELLE ADAWAY

Associate Publisher/ Advertising Account Executive

Cell: 859.619.8263

MADAWAY@AIMMEDIA.COM

DAVE ANDRICK

Group Publisher

Cell: 717.940.1864

DANDRICK@AIMMEDIA.COM

TOM BRAZIL

Advertising Account Manager

Cell: 805.379.8729

TBRAZIL@AIMMEDIA.COM

KIM BROWN

Group Publisher, Equine Health Network

Cell: 859.227.7826

KBROWN@AIMMEDIA.COM

NICK GRIGGS

The Team Roping Journal Account Manager

Cell: 806.290.2077

NGRIGGS@AIMMEDIA.COM

MELISSA KITCHEN

VP Marketing Services

Cell: 970.214.7095

MKITCHEN@AIMMEDIA.COM

BENJIE LEMON

Publisher

Cell: 303.638.8073

BLEMON@AIMMEDIA.COM

SHELLEY PARTRIDGE

Associate Publisher

Cell: 859.327.7057

SPARTRIDGE@AIMMEDIA.COM

PATRICK TROWBRIDGE

English Group Publisher

Cell: 818.219.0415

PTROWBRIDGE@AIMMEDIA.COM

TOM WINSOR

President

Cell: 303.929.5400

TWINSOR@AIMMEDIA.COM



BRAND

MISSION

The mission of the USHJA is to unify and represent the hunter and jumper disciplines of equestrian sport through education, recognition, and sport programs.



NOTE FROM OUR

EDITOR



Each issue of *In Stride* is devoted to informing, educating, and inspiring our 40,000 USHJA members. We cover what you need to know when you embark upon competing, enjoying, and learning more about our Hunter/Jumper sport.

The magazine is rich with useful tips to promote equine and rider health and well-being, highlights the innovative USHJA educational and competitive programs, and reports on a variety of USHJA events that take place throughout the country. In addition, we feature inspirational articles about our members, perspective pieces from industry leaders and licensed officials, and we share the history of our sport through special features each issue.

In Stride reaches a wide range of riders, trainers, and horse owners in all 50 states and beyond, and we're proud to be your window to the Hunter/Jumper community we call home.

Tricia Booker

Editor, USHJA In Stride

DEMOGRAPHICS

AVERAGE HHI

\$150,000+

16%

Under 18
Years Old

38%

Own 2-5 Horses

83%

Own 1 or More
Horses

94%

Compete Once
a Year

- 12% 18-24 Years Old • 22% 25-39 Years Old • 51% 40+ Years old • 5% Own 11+ horses
- 31% Average value of horses own or lease \$15,000-39,000 • 77% Compete at shows that require horses to be stabled overnight on grounds



MARCH

AD CLOSING: **02.03.21** MATERIALS DUE: **02.05.21** MAIL DATE: **03.11.21**

Focus on: WCHR Spectacular/Gold Star Clinics

IN THIS ISSUE

Behavior & Care for Horses Series
Gold Star Clinic Coverage (East/West/Central)
WCHR Palm Beach Hunter Spectacular Coverage

MAY

AD CLOSING: **03.24.21** MATERIALS DUE: **03.26.21** MAIL DATE: **04.29.21**

Focus on: Education

IN THIS ISSUE

Behavior & Care for Horses Series
Jumping Judges Perspective: How do you become a jumper judge?

MAY DIGITAL

Focus on: the IHSA

JULY DIGITAL

AD CLOSING: **05.12.21** MATERIALS DUE: **05.14.21** MAIL DATE: **06.17.21**

Focus on: Jumpers

IN THIS ISSUE

Behavior & Care for Horses Series
Gold Star Clinics with sidebars on successful riders at various levels

SEPTEMBER

AD CLOSING: **08.04.21** MATERIALS DUE: **08.06.21** MAIL DATE: **09.09.21**

Focus on: USHJA GREEN HUNTER & USHJA INTERNATIONAL HUNTER DERBY CHAMPIONSHIPS

IN THIS ISSUE

Behavior & Care for Horses Series
Green Hunter Incentive Coverage
Derby Championship Coverage
Photo Gallery
Olympic Games Show Jumping News Feature

NOVEMBER

AD CLOSING: **10.06.21** MATERIALS DUE: **10.08.21** MAIL DATE: **11.04.21**

Focus on: WCHR & Fall Program Results

IN THIS ISSUE

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

DECEMBER DIGITAL

Focus on: Annual Meeting

JANUARY 2021

AD CLOSING: **11.10.21** MATERIALS DUE: **11.12.21** MAIL DATE: **12.23.20**

TBA

