


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+

38%
Own 2-5 Horses

83%
Own 1+ Horses

94%
Compete Once

- 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



SERIES: Rider Health and Fitness

This series explores different topics riders of all levels can use to improve their performances in the show ring. From rider fitness to injury prevention and recovery to mental health, we speak with industry experts who help athletes, as well as athletes who have overcome challenges to achieve their goals.

JANUARY:

Focus on USHJA National Championships

AD CLOSING: 11/14/22 **MATERIALS DUE:** 11/16/22

MAIL DATE: 12/20/22

IN THIS ISSUE

- Marshall & Sterling Insurance/USHJA National Championship Coverage
- EAP National Training Session Coverage
- Rider Health Series/Rider Fitness

MARCH:

Focus on WCHR Spectacular

AD CLOSING: 02/10/23 **MATERIALS DUE:** 02/13/23

MAIL DATE: 03/21/23

IN THIS ISSUE

- WCHR Palm Beach Hunter Spectacular Coverage
- Rider Health Series/Head Injuries/Helmet Research

MAY:

Focus on Education

AD CLOSING: 03/21/23 **MATERIALS DUE:** 03/23/23

MAIL DATE: 04/25/23

IN THIS ISSUE

- USHJA Education Programs Features
- Rider Health Series/Age-Related Challenges

DIGITAL MAY:

Focus on IHSA -

IN THIS ISSUE

- Coverage of IHSA Nationals
- IHSA Student Contributions
- Photo Gallery

JULY:

Focus on Jumpers

AD CLOSING: 05/08/23 **MATERIALS DUE:** 05/10/23

MAIL DATE: 06/13/23

IN THIS ISSUE

- Examining the Young Jumper's Pathway to Success
- Rider Health Series/Crossover Therapies for Humans & Horses

SEPTEMBER:

Focus on IHD and Green Incentive Championships

AD CLOSING: 08/11/23 **MATERIALS DUE:** 08/14/23

MAIL DATE: 09/19/23

IN THIS ISSUE

- Platinum Performance/USHJA Green Incentive Coverage
- Platinum Performance/USHJA International Hunter Derby Championship Coverage
- Rider Health Series/Rehabbing From Injuries (Physical)

NOVEMBER:

Focus on WCHR & Fall Programs

AD CLOSING: 10/02/23 **MATERIALS DUE:** 10/04/23

MAIL DATE: 11/07/23

IN THIS ISSUE

- WCHR/Capital Challenge Coverage
- EMO Insurance/USHJA Jumper Seat Medal Finals East/West
- Rider Health Series/Rehabbing From Injuries (Mental)

JANUARY 2024:

Focus on USHJA National Championships

AD CLOSING: 11/10/23 **MATERIALS DUE:** 11/13/23

MAIL DATE: 12/19/23

IN THIS ISSUE

- USHJA National Championships Coverage