

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+ 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



JANUARY

Focus on USHJA National Championships

AD CLOSING: 11/08/21 MATERIALS DUE: 11/10/21 MAIL DATE: 12/23/21

IN THIS ISSUE

USHJA National Championships Coverage
EAP National Training Session

SERIES: Systems of Action & Organization

The series explains how to look at systems and analyzes how things are done in an efficient barn. The remaining articles are more specific to each topic and identify how you can make your barn/business more efficient, so you can spend more time with your horses, clients and students.

MARCH

Focus on WCHR Spectacular

AD CLOSING: 2/02/22 MATERIALS DUE: 2/04/22 MAIL DATE: 3/17/22

IN THIS ISSUE

WCHR Palm Beach Hunter Spectacular Coverage
Systems of Action – Feeding, Organization and Turnout
Profile of the USHJA Lifetime Achievement Award Winner

MAY

Focus on Education

AD CLOSING: 3/23/22 MATERIALS DUE: 3/25/22 MAIL DATE: 4/28/22

IN THIS ISSUE

USHJA Education Program Features
WCHR West Coast Hunter Spectacular Coverage
Systems of Action – The White Board in the Barn, Shows and Digital

MAY DIGITAL

Focus on the IHSA

IN THIS ISSUE

Coverage of IHSA Nationals
IHSA Student Contributions
Photo Gallery

JULY

Focus on Jumpers

AD CLOSING: 05/11/22 MATERIALS DUE: 05/13/22 MAIL DATE: 6/16/22

IN THIS ISSUE

Feature on the Gold Star Clinics and Jumper Pathway
Systems of Action – Organizing For and During the Show

SEPTEMBER

Focus on IHD and Green Incentive Championships

AD CLOSING: 8/03/22 MATERIALS DUE: 8/05/22 MAIL DATE: 9/14/22

IN THIS ISSUE

Green Incentive Coverage
Derby Championship Coverage
Systems of Action: In Case of Emergency

NOVEMBER

Focus on WCHR & Fall Programs

AD CLOSING: 10/05/22 MATERIALS DUE: 10/07/22 MAIL DATE: 11/03/22

IN THIS ISSUE

WCHR/Capital Challenge Coverage
EMO Insurance/USHJA Jumper Seat Medal Finals East/West
Systems of Action: Training the Young Horse and Beginner Rider

JANUARY 2023

Focus on USHJA National Championships

AD CLOSING: 11/09/22 MATERIALS DUE: 11/11/22 MAIL DATE: 12/22/22

IN THIS ISSUE

USHJA National Championships Coverage

