

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

