

USHJA IN STRIDE

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.



A 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 in 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*

ENGLISH BRANDS



BRAND REACH

USHJA MEMBERS

Total USHJA Members:
40,000+

DIGITAL MAGAZINE

25,000 monthly readers



AUDIENCE DEMOGRAPHICS

\$150k+

AVERAGE HOUSEHOLD INCOME

83%

OWNS 1+ HORSES

\$15-\$39K

31% AVERAGE VALUE OF HORSES
LEASED OR OWNED

AGE 18-39

34% OF AUDIENCE

94%

COMPETE AT LEAST ONCE PER
YEAR

77%

COMPETE AT SHOWS REQUIRING
HORSES TO BE STABLED
OVERNIGHT

CONTENT PILLARS



IN STRIDE EDITORIAL CALENDAR 2026



January: Focus on USHJA National Championships

IN THIS ISSUE:

- Marshall & Sterling/USHJA National Championship Coverage
- Emerging Athletes Program National Training Session Coverage
- Horsemanship Quiz Challenge
- Horse Welfare Series
- Equestrian Health & Safety Series
- Elevate Horsemanship Series
- Amateur Championships-West
- Rider to Rider

March: Focus on WCHR Hunter Spectacular

Ad Close: 2/2

Materials Due: 2/4

IN THIS ISSUE:

- WCHR Palm Beach Hunter Spectacular Coverage
- Horse Welfare Series
- Equestrian Health & Safety Series
- Elevate Horsemanship Series
- Santa Anita Olympic Games Feature
- Gold Star Clinic Feature
- Rider to Rider
- Judge's Perspective
- Looking Back

May: Focus on Education

Ad Close: 3/16

Materials Due: 3/18

IN THIS ISSUE:

- World Cup Show Jumping Finals Coverage
- West Coast Hunter Spectacular Coverage
- Horse Welfare Series
- Equestrian Health & Safety Series
- Elevate Horsemanship Series
- Rider to Rider
- Judge's Perspective
- Looking Back

May IHSA: Focus on the IHSA

IN THIS ISSUE:

- IHSA Nationals Coverage
- IHSA Student Contributions
- Photo Galleries

July: Focus Jumpers

Ad Close: 5/11

Materials Due: 5/13

IN THIS ISSUE:

- Horse Welfare Series
- Equestrian Health & Safety Series
- Elevate Horsemanship Series
- Zone Jumper Feature
- Judge's Perspective

September – Focus Derby and Green Championships

Ad Close: 8/10

Materials Due: 8/12

IN THIS ISSUE:

- Young Jumpers
- Horse Welfare Series
- Equestrian Health & Safety Series
- Equestrian Health Series
- Elevate Horsemanship Series
- Judge's Perspective
- Looking Back

November Digital: Focus on Fall Programs

Ad Close: 9/24

Materials Due: 9/28

IN THIS ISSUE:

- WCHR/Capital Challenge Coverage
- M+S/USHJA Jumper Seat Medal Coverage
- Horse Welfare Series
- Amateur Festival East Coverage
- Equestrian Health & Safety Series
- Elevate Horsemanship Series
- Judge's Perspective
- Looking Back

January 2027: Focus on USHJA National Championships

Ad Close: 11/16

Materials Due: 11/18

IN THIS ISSUE:

- Marshall & Sterling/USHJA National Championship Coverage
- Emerging Athletes Program National Training Session Coverage
- Horsemanship Quiz Challenge
- Amateur Championships-West Coverage
- Looking Back