

2017 MEDIA KIT

EQUISEARCH

For People Who Love Horses

HARNESS OUR HORSE POWER!

EquiSearch.com works closely with 7 award-winning equine magazines—EQUUS, *Dressage Today*, *Practical Horseman*, *Horse&Rider*, *Spin to Win Rodeo*, *The Trail Rider* and *American Cowboy*—to deliver the accurate, up-to-date content that horse owners and professionals demand in order to care for, manage and train equines of all breeds and disciplines.

So what does this mean for you?

By advertising with EquiSearch.com, you can be assured your campaign will be seen. EquiSearch.com is an unparalleled marketing tool that specializes in generating leads for dedicated buyers. If you offer a product or service of interest to horse lovers and/or horse owners, we can market your business with a customized and effective solution for any budget.

In search of a sponsorship platform? EquiSearch.com offers unique advertising opportunities centered around our newsletters, polls, infographics and other influential programs. Now you can also increase sales or educate your target audience about your product or service with a custom video message produced by AIM Studios. "Pre-roll" sponsorships are also available for event video coverage or video series—the possibilities are endless!

AUDIENCE PROFILE:

- Female: 92%; Male: 8%
- Average age: 55-64 years
- Average annual income: \$70,000
- 90% own or manage horses
- 96% ride horses
- 74% have been involved with horses for more than 20 years

2017 PLANNED PURCHASES:

• Fencing	25.8%
• Truck or trailer	12.3%
• Barn and stall equipment	9.7%
• Horse care products	84.6%
• Pest control products	68.1%
• Medications and vaccines	65.2%
• Dewormers	77.1%
• Hoof care products	49.4%
• Tack and apparel	84.3%



333,158+ TOTAL REACH

195,770 Monthly Unique Visitors

47,238 Newsletter

45,075 Social Media



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2017 EDITORIAL CALENDAR

ISSUE	SPECIAL FEATURES
JANUARY	<ul style="list-style-type: none"> • Senior horse care • Winter boredom busters • USEF annual meeting, KY
FEBRUARY	<ul style="list-style-type: none"> • Winter hauling • Disaster recovery • Wellington Masters NAL, WEF and Live Oak NAL, FL
MARCH	<ul style="list-style-type: none"> • Spring care • Rodent control • World Cup Finals in Omaha
APRIL	<ul style="list-style-type: none"> • Fly control • Grass cautions • Fork Horse Trials, NC • Rolex Kentucky Three-Day Event coverage
MAY	<ul style="list-style-type: none"> • Preparing for Summer • Jersey Fresh Three-Day Event coverage • Devon Horse Show coverage
JUNE	<ul style="list-style-type: none"> • Heat stress • Electrolytes • Dressage national championships coverage
JULY	<ul style="list-style-type: none"> • Hoof care • Feeding salt • Keeping cool • Bromont NAL Quebec
AUGUST	<ul style="list-style-type: none"> • First Aid & Emergency • Colic • Selling a horse
SEPTEMBER	<ul style="list-style-type: none"> • Fall Care • Teeth • HITS \$1 million coverage • Hampton Classic coverage • American Gold Cup coverage • Central Park Show coverage
OCTOBER	<ul style="list-style-type: none"> • Body clipping • Fair Hill coverage • Washington International coverage • Dressage At Devon coverage
NOVEMBER	<ul style="list-style-type: none"> • Blanketing • National Horse Show, KY coverage • Toronto Royal Winter Fair NAL coverage
DECEMBER	<ul style="list-style-type: none"> • Winter care • Sugars and starches • USHJA annual meeting coverage

2017 ADVERTISING RATES

HOMEPAGE TAKEOVER	AD SIZE	WEEKLY RATE
	Wallpaper, 728x90, 300x250	\$750

Be the only advertiser to run in the 728x90 and 300x250 ad spots, plus the wallpaper during that week.

BANNER ADS	AD SIZE	CPM
Top & Bottom Leaderboards	728x90	\$20 (\$500/25,000 impression bucket)
Medium Rectangles	300x250	\$20 (\$500/25,000 impression bucket)

Please add \$5 for targeting by content or category

EMAIL NEWSLETTER	AD SIZE	RATE PER ISSUE
Top Leaderboard	728x90	\$450
Top Tower	160x600	\$350
Bottom Tower	160x600	\$250

Deliver your message to 47,238 highly engaged equine professional and horse owners. Sent weekly on Mondays with a unique open rate of 17.23%.

CUSTOM EMAIL BLASTS	LIST SIZE*	CPM
Engaged opt-in names	225,000+	\$35

Provide your custom HTML message or we can create one.

**As of August 2016*

SOCIAL MEDIA MARKETING	CHANNEL SIZE*	RATE PER POST
Facebook	20,984	\$875
Twitter	15,690	\$400
Pinterest	3,796	\$30

Build your company's social media presence.

**As of August 2016*

CONTACT US TODAY
TO DISCUSS ALL THAT EQUISEARCH.COM CAN DO FOR YOU



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