

EQUUS

The Horse Owner's Resource

2018 Media Kit



CHRISTIANE SLAWIK

www.equusmagazine.com

EQUUS

The Horse Owner's Resource

2018 Media Kit • Our Readers

EQUUS readers are special. They crave information about keeping their horses healthy and happy, and they are eager to purchase what it takes to make that happen. They've been relying on EQUUS for more than 40 years to provide them with the information and insights they need to provide their horses with the best care possible.

REACH

EQUUS covers all breeds and disciplines. What's more, EQUUS goes beyond other equine publications and explains the "why" of the horse world, not merely the "what" or the "how." Coverage includes in-depth features about horse health, behavior and training by the world's leading veterinarians, researchers and horse professionals.

LEADERSHIP

EQUUS readers are affluent and own multiple horses. They are thought leaders in their equestrian communities—people turn to them for advice about their horses.

INFLUENCE

EQUUS is a Media Partner of the American Association of Equine Practitioners (AAEP), thus all AAEP veterinarians receive EQUUS each month as a benefit of membership. Equine veterinary students and members of the American Association of Equine Veterinary Technicians & Assistants also receive EQUUS monthly.

Influence



110,090ABC	Print Circulation
111,456	EquusMagazine.com Unique Visitors
72,402	EQUUS E-Newsletter
220,033	Social Media

**EQUUS
TOTAL
REACH
570,981**

EQUUS

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2018 Media Kit • Numbers

EQUUS has won more awards than any other equine magazine. EQUUS has won the American Horse Publications' top award for General Excellence an unmatched 20 times; it has received the USEF's

Equestrian Magazine of the Year Award, and the Daniel P. Lenehan Memorial Trophy for Overall Excellence in Media four times.



► HORSE CARE

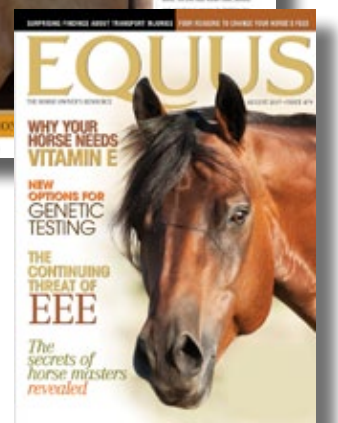
- Care for an average of 7 horses each
- Make purchasing decisions regarding horse health and feed products.....98%
- Usually care for their own horses.....94%
- Feed supplements for various reasons91%
- Earn all or part of income through horses25%

► HORSE MANAGEMENT

- Of EQUUS households own horses99%
- Own their own home87%
- Keep horses on their own property67%
- Own/lease a horse trailer71%
- Own/lease a vehicle for pulling a horse trailer.....76%

► HORSE ACTIVITIES

- 58% Compete (Avg 4 events per year)58%
- Ride Western or mostly Western53%
- Ride English or mostly English34%
- Attend clinics or Seminars58%
- Trail ride75%
- Ride at the Advanced or Professional level48%



EQUUS

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2018 Media Kit • Calendar



2018 EDITORIAL CALENDAR

JANUARY

- Vaccines, Ringbone, Cold weather care for older horses
- **Special Section:** Feed supplements
- Tack & Gear: *Gloves*

FEBRUARY

- Tetanus, Boots for horses
- **Special Section:** Lameness diagnostics
- Tack & Gear: *Boots*

MARCH

- Cribbing, Rainrot, Pasture/fescue threat, supplements
- **Special Section:** Trailers
- Tack & Gear: *trail saddles*

APRIL

- Laminitis prevention, Dry lots, Conditioning
- **Special Section:** Grooming
- Tack & Gear: *to be announced*

EQUUS is published monthly/twelve times per year.

MAY

- Poultices and liniments, Colic, Skin problems
- **Special Section:** Fly Control
- Tack & Gear: *utility vehicles*

JUNE

- Grooming challenges, Sickly foals
- **Special Section:** Stall, Barn & Farm Equipment
- Tack & Gear: *fly sheets*
- Barn Dogs

JULY

- Pasture injuries, Sweat
- **Special Section:** Fencing
- Tack & Gear: *helmets*

AUGUST

- Hoof injury, Skin problems
- **Special Section:** Rider Safety
- Tack & Gear: *summer fashion*

SEPTEMBER

- Shipping fever, Strap goods, Pain management
- **Special Section:** Tack and equipment
- Tack & Gear: *fall fashion*

OCTOBER

- Guttural pouches, Wound care, Broodmare health
- **Special Section:** Footing options
- Tack & Gear: *blankets*
- Barn Dogs

NOVEMBER

- Respiratory noises, Monitoring horses
- **Special Section:** Breed associations
- Tack & Gear: *winter coats*

DECEMBER

- Winter feeding, Fractures
- **Special Section:** Getting ready for the breeding season
- Tack & Gear: *gift guide*



2018 ISSUE SCHEDULE

ISSUE	SPACE	MATERIALS	ON SALE
JANUARY	10/20/2017	10/23/2017	12/20/2017
FEBRUARY	11/17/2017	11/20/2017	1/20/2018
MARCH	12/18/2017	12/21/2018	2/17/2018
APRIL	1/19/2018	1/22/2018	3/17/2018
MAY	2/16/2018	2/21/2018	4/21/2018
JUNE	3/23/2018	3/26/2018	5/19/2018
JULY	4/20/2018	4/23/2018	6/16/2018
AUGUST	5/18/2018	5/21/2018	7/21/2018
SEPTEMBER	6/28/2018	6/25/2018	8/18/2018
OCTOBER	7/20/2018	7/23/2018	9/22/2018
NOVEMBER	8/24/2018	8/27/2018	10/20/2018
DECEMBER	9/21/2018	9/24/2018	11/24/2018