



"Dressage Today is a source of inspiration and discussion. Written for professionals and amateurs the magazine enables open exchange of information, ideas and illustrations. Every tack room should have current and past issues on hand!"

— Jaclyn Sicoli, Peace Of Mind Dressage

## RIDERS WHO SPARE NO EXPENSE

Dressage Today readers are affluent, educated, goal-oriented women who are passionate about their sport and uncompromising when caring for their horses. Willing to spend what it takes to enrich the lives and performance of their equine partners, readers turn to our magazine to learn about the latest trends and products. They count on the in-depth training articles from the world's most respected authorities, delivered each month with the same confidence and clarity as a perfect halt at X.

88%  
COMPETE  
GOAL-ORIENTED.  
AFFLUENT. EDUCATED.

## DRESSAGE TODAY READERS ARE:

### Active Participants

- 65% own a truck and horse trailer
- 83% use alternative therapies, from chiropractic to stem cell
- 78% clip their horses
- 46% own barns
- 95% make purchasing decisions for feed and health products
- 48% have equine insurance
- 96% own 3+ horses

### Financially flexible enough to enjoy their horses

- 97% female
- 20% have a household net worth of more than \$1 million
- 87% own homes with an average of 19 acres

### Willing to spend money

- 75% bought saddles and accessories within the last 12 months
- 81% have purchased show apparel
- 71% spent money on boots within the last year
- Helmets were purchased by 50% of DT readers during the past 12 months
- 62% say they enjoy equestrian fashion beyond the barn
- 50% regularly buy equine-related jewelry and gifts

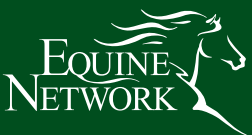
### Campaigns that use Print, Online and Social

- MAGAZINE 26,000 readers
- WEBSITE 1,462,404 annual page views  
574,166 annual unique visitors
- MONTHLY NEWSLETTER 14,672 subscribers
- SOCIAL 126,046
- MOBILE 55% mobile traffic

Total Audience Reach:  
740,000+

"Dressage Today is certainly one of the most respected publications in the dressage community. I refer articles to my students both amateur and professional, and get great feedback and refreshed insight on a variety of subjects. Dressage Today covers the sport of dressage thoroughly, and I highly recommend it for the dressage enthusiast."

— Scott Hassler, Former USEF National Young Horse Coach, International trainer and competitor, Director of Training at Hassler Dressage



DressageToday.com

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## 2018 EDITORIAL HIGHLIGHTS

Issue Special Features

JAN. Sport-Horse Health Issue: Training Tips from Carl Hester; Equine Hanna Somatics; Small Arena Exercises; Eliminate Dangers in Your Barn; Signs of Hind-Gut Troubles; Bloodlines of Top-Ranked Dressage Horses. EXTRA Distribution at Global Dressage Festival

Space Due: 10/21/17 Materials Due: 10/24/17 On Sale: 12/30/17

FEB. Senior Horse Focus: Profiles of Senior Olympic Dressage Horses; From Rescue Horse to Senior Grand Prix Dressage Horse; Senior Horse Health; EXTRA Distribution at Global Dressage Festival

Space Due: 11/20/17 Materials Due: 11/22/17 On Sale: 1/20/18

MARCH German Training Issue: Tips from Isabell Werth; A Day In the Life of German-Based Trainer: Ireland's Judy Reynolds; The Aachen Experience: Germany's Annual Horse Show; 2018 WEG Preview; Protect Your Horse from Parasites; EXTRA Distribution at Global Dressage Festival

Space Due: 12/19/17 Materials Due: 12/22/17 On Sale: 2/20/18

APRIL Horse Show Focus: Top 10 Ways to Protect Your Horse from Contagious Diseases at Dressage Competitions; Tips for Competing at Your First CDI; Breaking the Rules: Experts Suggest a Different Approach to Training

Space Due: 1/21/18 Materials Due: 1/23/18 On Sale: 3/17/18

MAY Para-Dressage Olympian Lauren Barwick's Approach to Building the Horse-Rider Partnership; Dressage Girths: A Look at New Technology and Proper Fit; The Fly: Tips to Combat This Warm-Weather Nuisance

Space Due: 2/18/18 Materials Due: 2/20/18 On Sale: 4/21/18

JUNE International Focus: Sabine Schut-Kery: Training Abroad; The Macca-biah Equestrian International Games in Israel; The Portuguese School of Equestrian Art; Keep Arena Footing in Tip-Top Shape

Space Due: 3/26/18 Materials Due: 3/28/18 On Sale: 5/19/18

JULY Going Pro: Why Choose to Stay an Adult Amateur Over Going Professional?; Saddles to Breeches: Maximize the Longevity of Your Dressage Equipment; 10 Tips to Keep Your Senior Dressage Horse in the Competition Ring

Space Due: 4/23/18 Materials Due: 4/25/18 On Sale: 6/16/18

AUG. The Baroque Issue: The Baroque Horse Photo Gallery; Rafael Soto on In-Hand Training; Pasture Maintenance: Keep Your Fields Healthy

Space Due: 5/21/18 Materials Due: 5/23/18 On Sale: 7/21/18

SEPT. Dressage at Devon; WEG Update: A Look at Who's Who; The Devon Experience; EXTRA Distribution at 2018 Dressage at Devon; Tips for Proper Helmet Fit

Space Due: 6/24/18 Materials Due: 6/26/18 On Sale: 8/18/18

OCT. Classical Training of the Para Rider; Tips on Blanketing; EXTRA Distribution at 2018 Dressage at Devon

Space Due: 7/29/18 Materials Due: 7/31/18 On Sale: 9/22/18

NOV. No-Stirrup November: Tips on Riding without Stirrups for the Dressage Rider; Holiday gifts

Space Due: 8/26/18 Materials Due: 8/28/18 On Sale: 10/20/18

DEC. Young Rider/Collegiate Focus, PLUS WEG Recap: Riding in College; Drawing Youth to the Sport; Your Horse's Winter Healthcare Checklist

Space Due: 9/23/18 Materials Due: 9/25/18 On Sale: 11/24/18

EVERY ISSUE: NEW Breed Column, Tips From Trainers Who Teach; The Clinic with Susanne von Dietze; New Products "Emporium;" Dressage Health; Ask the Experts

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"With its wonderful mix of in-depth coverage of the dressage world, and clear, concise training articles all complemented by excellent photos and graphics, Dressage Today appeals not only to those of us who keep the print edition around for months or years, but also appeals to the younger 'techie' generation with its keen digital edition."

— George Williams, International Dressage Competitor & USDF President