

# Horse&Rider

## BRAND MISSION

*Horse&Rider* provides everything the modern Western rider needs to live today's Western horse life. We bring them training tips from top professionals and sought-after clinicians. Expert veterinarians, behaviorists, and horsekeeping professionals help them give their horses the best care possible. Stories of accomplishment and Western life inspire them to enhance their own experiences. We do this across all media platforms—in print, on social media, on HorseandRider.com and through video offerings such as Horse&Rider OnDemand. The *Horse&Rider* brand is the go-to source to help our audience live their best Western horse life.



## NOTE FROM OUR EDITOR



As horse owners, we know that horses are a huge part of your life. You spend hours in the saddle perfecting a pattern or tackling new obstacles. You saddle up and enjoy scenic trail rides with your closest riding buddies. And even when it comes time to travel, you want to find horse-

friendly destinations that celebrates your Western lifestyle. You live and breathe the Western way of life, and want to find reliable information from the industry's leading professionals to ensure your horse has the best care possible. *Horse&Rider* wants to help you live your best Western horse life. We work with trusted professionals and offer insights and

information to help you with every aspect of life, whether it's health, horsekeeping, trail-riding advice, training techniques, or the latest trends in apparel and gear.

**Nichole Chirico**  
Editor, *Horse&Rider*

## SPRING

AD CLOSING: 01/31/23 MATERIALS DUE: 02/02/23

MAIL DATE: 03/07/23

### IN THIS ISSUE

Trail Riding for Show Horses  
The Ridden Horse Ethogram  
Which Boarding Barn is Right?

### PLUS

Sustainable Products for Your Horse Life  
Prevent Barn Fires

## SUMMER

AD CLOSING: 05/30/23 MATERIALS DUE: 06/01/23

MAIL DATE: 07/03/23

### IN THIS ISSUE

A Horseback High: Bucket-List Riding Destinations  
Why You Should Check Your Barn's Electrical System  
Herd Dynamics

### PLUS

Avoid Heat Stress  
Skin Cancers in Horses

## WINTER

AD CLOSING: 09/27/23 MATERIALS DUE: 09/29/23

MAIL DATE: 11/07/23

### IN THIS ISSUE

Blanket Bunders and How to Avoid Them  
Andrea Fappani's Journey to Cow Horse  
*H&R's Holiday Gift Guide*

### PLUS

Preparing for Winter Emergencies  
Avoid Thrush

## BONUS

AD CLOSING: 04/04/23 MATERIALS DUE: 04/06/23

MAIL DATE: 05/16/23

### IN THIS ISSUE

Pick a Performance Horse Prospect  
Showing On a Budget  
Poisonous Plants and Horses

### PLUS

Exploring Oregon's Cascade Mountains  
Lipoma in Senior Horses

## FALL

AD CLOSING: 07/31/23 MATERIALS DUE: 08/02/23

MAIL DATE: 09/05/23

### IN THIS ISSUE

Safely Store Your Hay  
Understanding Your Score Card  
Trail Riding at the Grand Canyon

### PLUS

What's EPM?  
Warwick's Tips for Connecting with Your Horse

## In Every Issue

- Training tips for all Western disciplines from trusted experts.
- The latest health-care hot topics and reliable horsekeeping hints.
- Can't-miss trail-riding and travel destinations.
- Features about the people and issues influencing Western horse life.



## DEMOGRAPHICS

**83%**

Female

**79%**

Own a

**100%**

Own or Manage  
Horses Owned by  
Someone Else

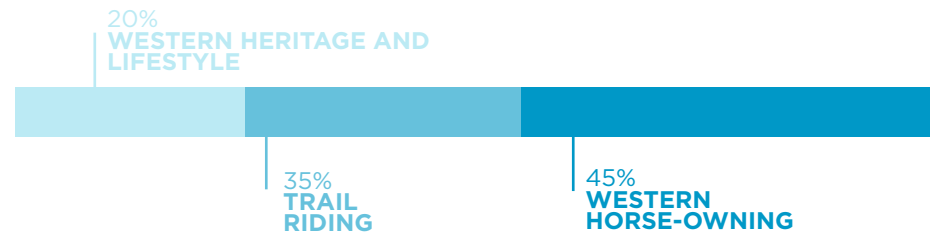
**94%**

40+ Years Old

## CAPTIVATING OUR READERS



### CONTENT PILLARS



## TOTAL AUDIENCE REACH: 2.1 MILLION+ ACROSS PRINT, ONLINE & SOCIAL

### MAGAZINE: (quarterly)

- 37,000 readership

### WEBSITE:

- 1 million+ users in 2021
- 215,000+ pageviews each month
- 20%+ users in 2021 between the ages of 25-34, 45-54 & 55-64
- 74.2% female / 25.8% male users in 2020
- 66% use mobile device

### EMAIL: (weekly)

- 28,562 subscribers
- 34,161 third-party
- Average open rate: 19.5%

### SOCIAL:

- 540,000+ Facebook followers
- 52,000+ Instagram followers
- 21,000+ Twitter followers
- 20,000+ Pinterest followers

### SPECIAL DIGITAL REPORTS:

(Horse&Rider Monthly)

- 34,756 subscribers
- Average open rate: 19%

(Horse&Rider Trail Riding Monthly)

- 31,970 subscribers
- Average open rate: 31%