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.

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

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H&R’s Holiday Gift Guide

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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

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%

CAPTIVATING OUR READERS

CONTENT PILLARS

20% WESTERN HERITAGE AND LIFESTYLE

35% TRAIL RIDING

45% WESTERN HORSE-OWNING

DEMOGRAPHICS

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