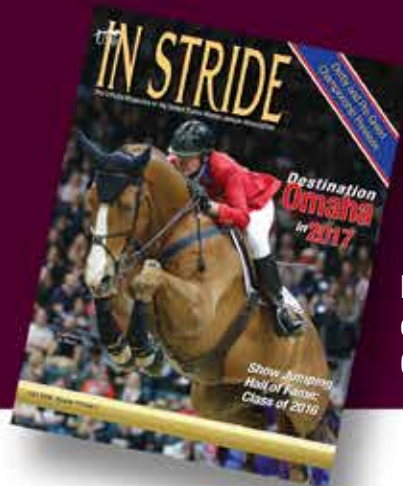




IN STRIDE

THE MAGAZINE OF THE UNITED STATES HUNTER JUMPER ASSOCIATION



**Membership
circulation:
Over 43,000**

The **English Industry's Most Affluent Market**

An exclusive publication mailed bi-monthly to members of the U.S. Hunter Jumper Association, *In Stride* serves the English equestrian industry's most affluent, and influential, market. These riders compete often, from schooling shows all the way up through the highest levels. As USHJA's official publication, providing critical discipline news and information, *In Stride* is must reading for this set. It's the ideal environment to showcase your products and services—*In Stride* is the only publication guaranteed to reach the entire market—owners, riders and trainers—who often influence their clients' purchasing decisions.

Mailed bi-monthly exclusively to members of the U.S. Hunter Jumper Association, the publication provides essential discipline news, behind-the-scenes insight and valuable tips.

Broad Age Demographic

- 33% under 18
- 17% 18-24
- 23% 25-44
- 28% 45+

**Affluent: Average Household Income:
\$227,500**

**Average Value of Most Expensive Horse:
\$87,000**

- 88% own one or more horse(s)
- 43% own 2-5 horses
- 8% own 10+ horses

**Competitive: 94% compete at least
once a year**

- 47% compete more than 10 times per year
- 73% compete at AA or A-rated hunter shows
- 77% compete at shows that require horses to be stabled overnight on grounds

Reach Affluent Hunter/Jumper Competitors



IN STRIDE

2017 MEDIA KIT

USHJA publishes on a bi-monthly basis—each issue features event coverage, association news and great profiles/photos keeping association members in the know. Check out the calendar below for specific dates/issue features.

2017 Advertising Rates

DISPLAY RATES Effective with the January 2017 issue

4 color	1x	3x	6x
Full page	\$3,245	\$3,150	\$3,045
2/3 page	2,455	2,390	2,315
1/2 page	1,870	1,820	1,750
1/3 page	1,430	1,385	1,340
1/6 page	1,075	1,055	1,015

2 color

Full page	\$2,730	\$2,645	\$2,550
2/3 page	2,075	2,010	1,950
1/2 page	1,580	1,530	1,480
1/3 page	1,195	1,165	1,125
1/6 page	915	880	855

Black & White

Full page	\$2,165	\$2,095	\$2,030
2/3 page	1,650	1,590	1,540
1/2 page	1,250	1,220	1,180
1/3 page	950	920	885
1/6 page	725	700	675

Covers - 4 color

2nd cover	\$4,050	\$3,925	\$3,805
3rd cover	3,845	3,735	3,615
4th cover	4,380	4,245	4,115

Please refer to the Equine Network's Mechanical Specifications Sheet for details.



2017 Issue Schedule & Editorial Calendar

USHJA's *In Stride* is published six times per year.

Print Issue	Special Features	Space Due	Materials Due	Mail Date
Jan	Focus on Emerging Athletes Program and Horsemanship Quiz Challenge	11/02/16	11/04/16	12/23/16
March	Focus on WCHR Classic Spectacular and George Morris Horsemastership Training Session	1/17/17	1/19/17	3/07/17
May	Focus On Education	3/14/17	3/16/17	4/27/17
July	Focus on Horse/Rider Wellness	5/9/17	5/11/17	6/20/17
Sept	Focus on Hunter Derby/ Pre-Green Championships	7/25/17	7/27/17	9/12/17
Nov	Focus on WCHR Championships / Rule Changes	9/26/17	9/28/17	10/31/17
Jan 2018	Focus on Emerging Athletes Program and Horsemanship Quiz Challenge	10/31/17	11/02/17	12/26/17

Digital Issue

May	IHSA 50th Anniversary
December	USHJA Annual Meeting



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