

EQUINE NETWORK

Brands Media Kit 2024

ENGLISH BRANDS

Presented by Pat Trowbridge



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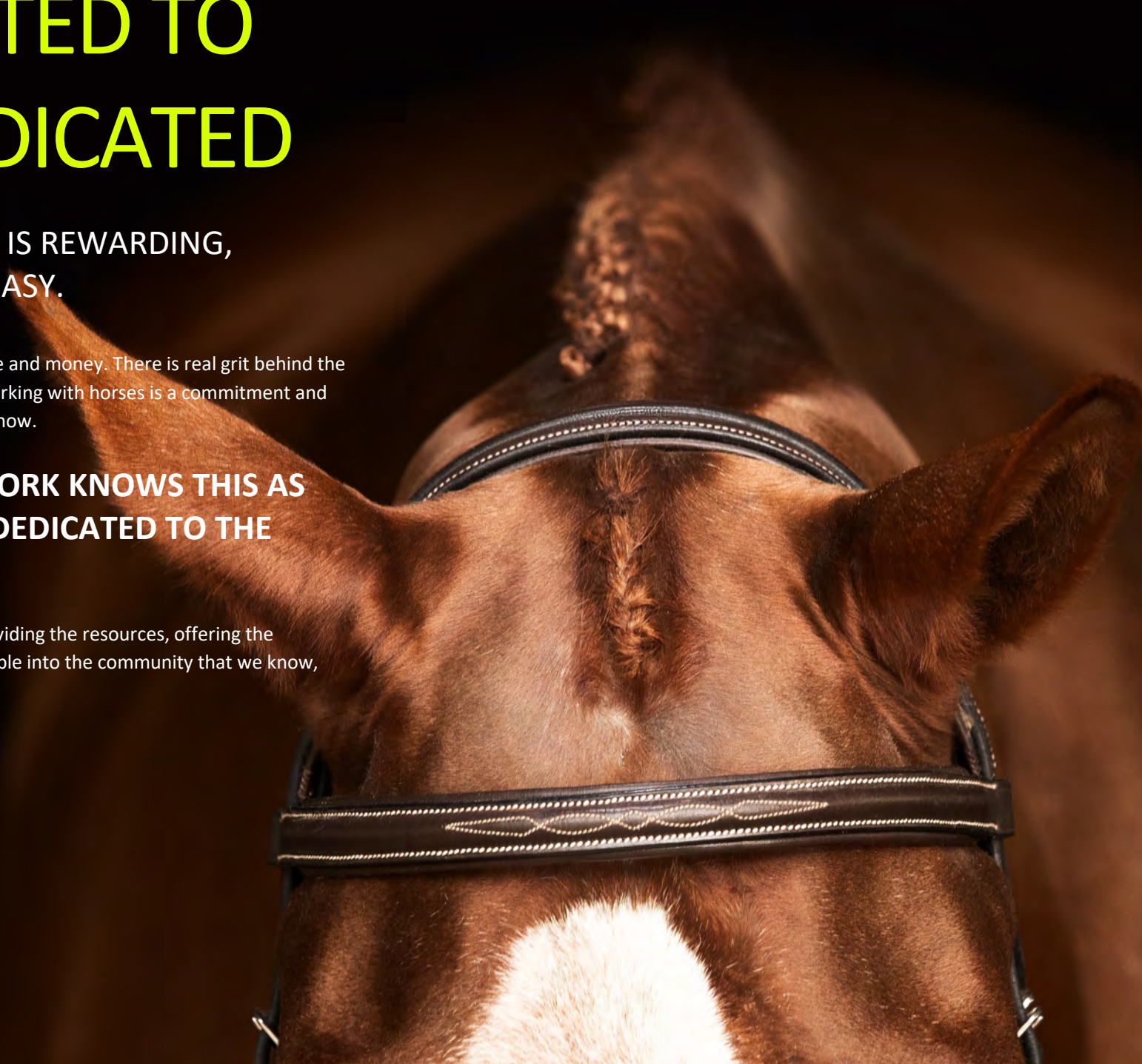
A RIDER'S JOURNEY IS REWARDING,
BUT NOT ALWAYS EASY.

The life takes guts and heart, time and money. There is real grit behind the profound beauty. Owning and working with horses is a commitment and sacrifice that only horse people know.

**THE EQUINE NETWORK KNOWS THIS AS
WELL, SO WE ARE DEDICATED TO THE
DEDICATED.**

We rally behind the riders by providing the resources, offering the education, and inviting more people into the community that we know, build, and love.

EN EQUINE
NETWORK



USHJA IN STRIDE

BRAND MISSION



PRINT MAGAZINE

The mission of the USHJA is to unify and represent the hunter and jumper disciplines of equestrian sport through education, recognition and sport programs.



A NOTE from OUR EDITOR

Each issue of *In Stride* is devoted to informing, educating and inspiring our 40,000 USHJA members. We cover what you need to know when you embark upon competing, enjoying and learning more about our Hunter/Jumper sport. The magazine is rich with useful tips to promote equine and ride health and well-being, highlights the innovative USHJA educational and competitive programs, and reports on a variety of USHJA events that take place throughout the country.

In addition, we feature inspirational articles about our members, perspective pieces from industry leaders and licensed officials, and we share the history of our sport through special features in each issue. *In Stride* reaches a wide range of riders, trainers, and horse owners in all 50 states and beyond, and we're proud to be your window to the Hunter/Jumper community we call home.

TRICIA BOOKER | Editor, *USHJA In Stride*



USHJA IN STRIDE

DEMOGRAPHICS

\$150,000+

AVERAGE HHI

40,000+

MEMBERS

83%

OWN 1+ HORSES

94%

COMPETE AT LEAST ONCE A YEAR

- 12% 18-24 Years Old
- 22% 25-39 Years Old
- 51% 40+ Years old
- 31% Average value of horses own or lease \$15,000-39,000
- 77% Compete at shows that require horses to be stabled overnight on grounds





SERIES: Take Control of Your Equestrian Education

This series explores different topics riders of all levels can use to improve their horsemanship and riding skills. From understanding learning styles, to making the most of your riding lessons, to setting goals and achieving them, we speak with industry experts who have taught, trained, and worked hard to help riders and their horses learn and grow in the sport

NOTE. 2024 will have Four (4) print & Two (2) Digital issues

JANUARY: PRINT

Focus on USHJA National Championships

AD CLOSING: 11/11/23 MATERIALS DUE: 11/15/23

MAIL DATE: 12/19/23

IN THIS ISSUE

- Marshall & Sterling Insurance/USHJA National Championship Coverage
- EAP National Training Session Coverage
- Equestrian Education Series
- 20th Anniversary Department

MARCH: DIGITAL ISSUE

Focus on WCHR Hunter Spectacular

AD CLOSING: 02/08/24 MATERIALS DUE: 02/12/24

MAIL DATE: 03/19/24

IN THIS ISSUE

- WCHR Palm Beach Hunter Spectacular Coverage
- Gold Star Clinics
- Equestrian Education Series
- 20th Anniversary Department

DISTRIBUTION

Equine Affaire OH

MAY: PRINT

Focus on Jumpers

AD CLOSING: 03/19/24 MATERIALS DUE: 03/21/24

MAIL DATE: 04/23/24

IN THIS ISSUE

- Jumper Programs and Championship Updates
- Equestrian Education Series
- 20th Anniversary Department

DISTRIBUTION

Land Rover Kentucky Three-Day Event; American Horse Publications

MAY TO HAVE PRINT & Digital Issues

MAY: SPECIAL DIGITAL ISSUE

Focus on the IHSA

IN THIS ISSUE

- IHSA Nationals Coverage
- IHSA Student Contributions
- Photo Galleries

JULY: PRINT

Focus on the USHJA's 20th Anniversary

AD CLOSING: 05/06/24 MATERIALS DUE: 05/08/24

MAIL DATE: 06/11/24

IN THIS ISSUE

- Celebrating the Successes and Milestones of the USHJA
- 20th Anniversary Department

EDITORIAL CALENDAR 2024

SEPTEMBER: PRINT

Focus on Derby and Green Championships

AD CLOSING: 08/08/24 MATERIALS DUE: 08/09/24

MAIL DATE: 08/23/24

IN THIS ISSUE

- USHJA Green Hunter Incentive Championships Coverage
- USHJA International Hunter Derby Championships Coverage
- Equestrian Education Series
- 20th Anniversary Department

DISTRIBUTION

Maryland 5 Star

NOVEMBER: DIGITAL ISSUE

Focus on Fall Programs

AD CLOSING: 09/30/24 MATERIALS DUE: 10/02/24

MAIL DATE: 11/05/24

IN THIS ISSUE

- WCHR/Capital Challenge Coverage
- EMO Insurance/USHJA Jumper Seat Medal Coverage
- Equestrian Education Series
- Zone Jumper Championships
- 20th Anniversary Department

DISTRIBUTION

Equine Affaire MA; AAEP Convention

JANUARY 2025: PRINT

Focus on USHJA National Championships

AD CLOSING: 11/08/24 MATERIALS DUE: 11/11/24

MAIL DATE: 12/17/24

IN THIS ISSUE

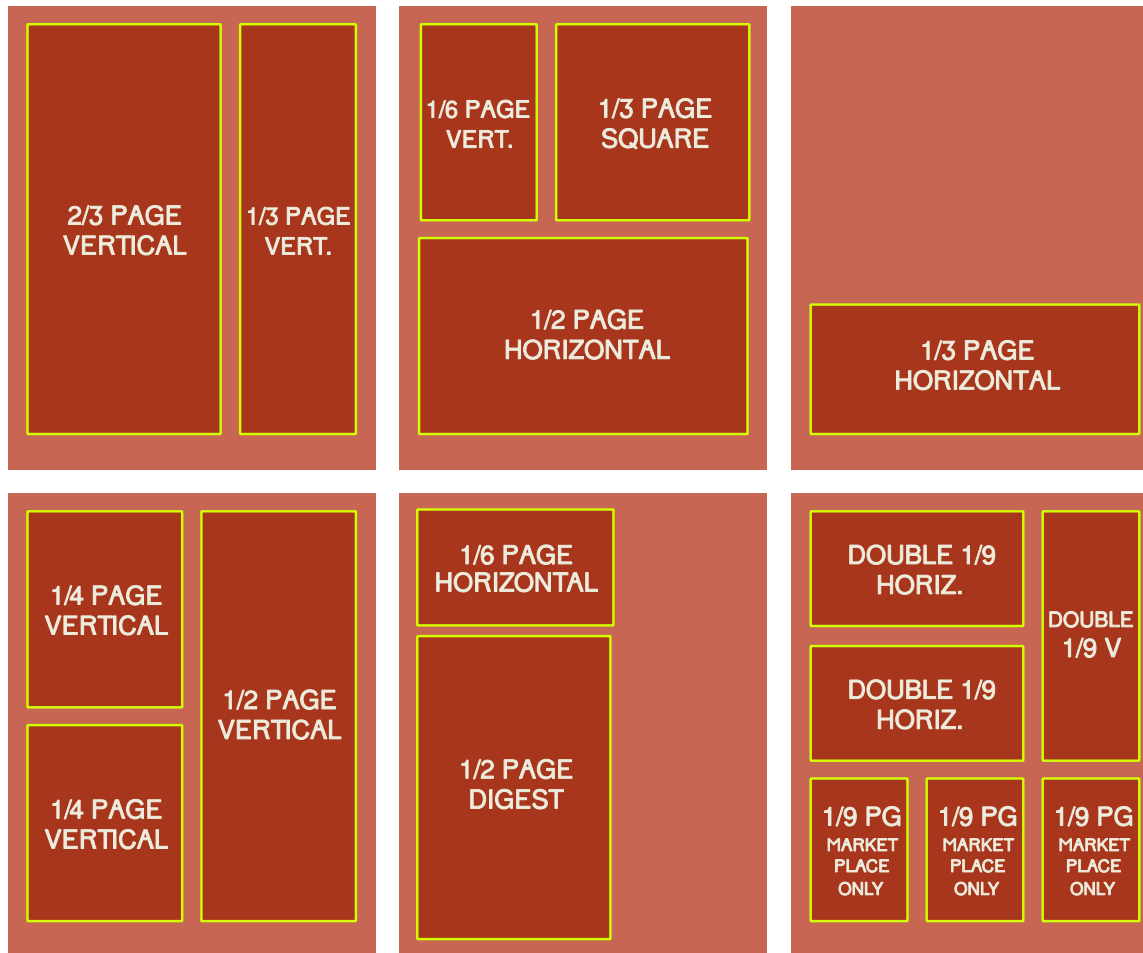
- USHJA National Championships Coverage



MAGAZINE TRIM SIZE is 7-7/8" X 10-1/2" [7.875" X 10.5"]

All materials must be submitted according to the specs shown to the right.

Width is given as the first dimension.



DISPLAY AD DIMENSIONS

Full Page (nonbleed)	7-3/8" x 10"	(7.375" x 10")
Full Page (bleed)	8-1/8" x 10-3/4"	(8.125" x 10.75")
2 Page Spread (bleed)	16" x 10-3/4"	(16" x 10.75")
2/3 Page Vertical	4-5/8" x 9-3/4"	(4.625" x 9.75")
1/2 Page Horizontal	7" x 4-3/4"	(7" x 4.75")
1/2 Page Digest	4-5/8" x 7-1/4"	(4.625" x 7.25")
1/3 Page Square	4-5/8" x 4-3/4"	(4.625" x 4.75")
1/3 Page Vertical	2-1/4" x 9-3/4"	(2.25" x 9.75")
1/3 Page Horizontal	7" x 3"	(7" x 3")
1/6 Page Horizontal	4-5/8" x 2-1/4"	(4.625" x 2.25")
1/6 Page Vertical	2-1/4" x 4-3/4"	(2.25" x 4.75")

SPECIAL AD SECTIONS

1/2 Page Vertical	3-7/16" x 9-3/4"	(3.4375" x 9.75")
1/4 Page Vertical	3-7/16" x 4-3/4"	(3.4375" x 4.75")

THE TEAM ROPING JOURNAL

1/2 Page Vertical	3-7/16" x 9-3/4"	(3.4375" x 9.75")
1/4 Page Vertical	3-7/16" x 4-3/4"	(3.4375" x 4.75")

MARKETPLACE

1/3 Page Vertical	2-1/4" x 9-5/8"	(2.25" x 9.625")
1/6 Page Horizontal	4-5/8" x 2-1/4"	(4.625" x 2.25")
1/6 Page Vertical	2-1/4" x 4-3/4"	(2.25" x 4.75")
Double 1/9 Page Horizontal	-5/8" x 3-1/8"	(4.625" x 3.125")
Double 1/9 Page Vertical	-1/4" x 6-3/8"	(2.25" x 6.375")
Single 1/9 Page Vertical	2-1/4" x 3-1/8"	(2.25" x 3.125")



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THANK YOU.



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