

# EN EQUINE NETWORK

USHJA Media Kit 2025



# IN STRIDE

## BRAND MISSION

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

## BRAND REACH

### USHJA MEMBERS

Total USHJA Members:  
40,000+

### MAGAZINE

Print readership: 40,000  
Digital magazine reach: 25,000



## CONTENT PILLARS



## AUDIENCE DEMOGRAPHICS

**\$150,000+**

average household income

**67%**

own 1 horse  
33% own 2+ horses

**94%**

compete at least once per year

**\$15k - \$39k**

31% average value of horses owned or lease

**42%**

of the audience is age 29 or younger

**77%**

compete at shows that require horses to be stabled overnight



## EDITORIAL CALENDAR 2025

### JANUARY: PRINT National Championships

AD CLOSING: 11/24  
MATERIALS DUE: 11/24  
MAIL DATE: 12/24

#### IN THIS ISSUE

- Marshall & Sterling Insurance/USHJA National Championships Coverage
- EAP National Training Session Coverage
- HQC Nationals Coverage
- Horse Care and Management Department
- Equine Welfare Series

### MARCH: PRINT WCHR Hunter Spectacular

AD CLOSING: 02/25  
MATERIALS DUE: 02/25  
MAIL DATE: 03/25

#### IN THIS ISSUE

- WCHR Palm Beach Hunter Spectacular Coverage
- Horse Care and Management Department
- Outreach Interview Feature
- Equine Welfare Series

#### DISTRIBUTION

Equine Affaire OH

### SERIES: Equine Welfare

This series explores different topics horse owners, riders and trainers will find useful regarding equine welfare and best practices in our sports. From understanding USEF rules to social license to operate to horses in our changing climate, we speak with industry experts who will provide readers with more information about how to help their horses live their best lives possible.

### MAY: DIGITAL ISSUE Education/Outreach

AD CLOSING: 03/25  
MATERIALS DUE: 03/25  
MAIL DATE: 04/25

#### IN THIS ISSUE

- Education Programs Overview
- Instructor Credential Update
- Gold Star Clinic Feature
- Horse Care and Management Department
- Equine Welfare Series

#### DISTRIBUTION

Defender Kentucky Three-Day Event;  
American Horse Publications

### MAY: SPECIAL DIGITAL ISSUE Focus on the IHSA

AD CLOSING: 03/25  
MATERIALS DUE: 03/25  
MAIL DATE: 04/25

#### IN THIS ISSUE

- IHSA Nationals Coverage
- IHSA Student Contributions
- Photo Galleries





## EDITORIAL CALENDAR 2025

### JULY: PRINT

#### Jumpers

AD CLOSING: 05/25

MATERIALS DUE: 05/25

MAIL DATE: 06/25

#### IN THIS ISSUE

- Jumper Programs Overview
- Horse Care and Management Department
- Outreach Interview Feature
- Equine Welfare Series

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### SEPTEMBER: PRINT

#### Derby and Green Championships

AD CLOSING: 08/25

MATERIALS DUE: 08/25

MAIL DATE: 08/25

#### IN THIS ISSUE

- USHJA Green Hunter Incentive Championships Coverage
- USHJA International Hunter Derby Coverage
- Horse Care and Management Department
- Outreach Interview Feature
- Equine Welfare Series

#### DISTRIBUTION

Maryland 5 Star

### NOVEMBER: DIGITAL ISSUE

#### Fall Programs

AD CLOSING: 09/25

MATERIALS DUE: 10/25

MAIL DATE: 11/25

#### IN THIS ISSUE

- WCHR/Capital Challenge Coverage
- EMO Insurance/USHJA Jumper Seat Medal Coverage
- Outreach Interview Feature
- Horse Care and Management Department
- Equine Welfare Series

#### DISTRIBUTION

Equine Affaire MA; AAEP Convention

### JANUARY 2026: PRINT

#### Focus on USHJA National Championships

AD CLOSING: 11/25

MATERIALS DUE: 11/25

MAIL DATE: 12/25

#### IN THIS ISSUE

- Marshall & Sterling Insurance/USHJA National Championships Coverage



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### DEDICATED TO THE DEDICATED.

A rider's journey is rewarding, but not always easy. The life takes guts and heart, time and money. 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.