

# Meet East Coast Equestrian Readers!

They're in it for the long haul.

- 90% have been involved with horses for 10 years or more
- 84% own or lease one or more horses
- Of those who own horses, the average number owned is 4.5

They purchase products and services.

- 74% keep some or all of their horses at home
- 61% plan to buy riding apparel, tack, feed and hay
- 59% will buy pet supplies
- 48% (or more than 17,000) plan to buy lessons and training
- 26% (or more than 9,000) plan to buy fencing
- 19% plan to buy insurance
- 16% plan to buy a horse or pony
- 15% (or more than 5,000) plan to buy a trailer
- 11% (or nearly 4,000) plan to buy a barn, shed or building
- 10% plan to buy a truck
- 7% (or more than 2,500) plan to buy a farm or real estate

They have high household incomes.

- 51% have a household income of \$75,000+ -- 40% above the US median HH income
- 1/3 have an income of \$100,000+
- 1/5 have a household income of \$150,000+

They look to **East Coast Equestrian** to guide their purchasing.

- **19% say the advertising features are their favorite section of the publication!**

## The Effective Way to Reach Horse Owners

Winner of 18 American Horse Publications awards for editorial excellence



### East Coast Equestrian offers:

- 📖 Access to one of the country's largest populations of horse owners—horses are a \$10 billion industry in Pennsylvania alone.
  - 📖 **38,000 to 59,000** readers per issue, ranging from backyard horse owners to Olympic riders. Affordable advertising and four color rates.
  - 📖 Distribution via subscription (4,550), tack and feed stores (340) and in cooperation with dozens of national and regional events. Distribution is focused on, but not limited to, Pennsylvania, Maryland, New Jersey, New York and Delaware. Each issue is readable in perpetuity on our website.
  - 📖 **Partnerships with Horse World Expo, the Devon Horse Show, Dressage at Devon, the Maryland 5 Star at Fair Hill, and the region's biggest events give you unequalled access to elite horse owners.**
  - 📖 Access to participants in all equestrian disciplines, from hunter/jumper to team penning, saddle seat to endurance.
  - 📖 The opportunity to showcase your company in advertorial features with articles written by our award winning staff. Featured articles and ads stay on our website (8,000 visitors per month) for a year. Frequent advertisers get free online ads on our home page.
- A staff dedicated to excellence in editorial content, advertising design, print production and customer satisfaction.



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OUR 31ST YEAR

# 2024 RATES

The 'Go-To' publication for the news  
East Coast horse owners need to know.



## Editorial Calendar

(Features, bonus distribution and deadlines are subject to change. All issues have bonus distribution at Swan Lake shows.)

**March/April: Horse World Expo Program.** 8,000 additional copies distributed at the mid-Atlantic's largest horse expo. (Deadline: Jan. 23)

**May/June: Devon Horse Show Preview; Equine Healthcare, Nutrition, Therapy & Pest Control.** Enhanced distribution from racks at the 10 day Devon Horse Show & at Willowdale Steeplechase. (Deadline: April 10)

**July/August: Real Estate Showcase, Pastures, Hay & Fencing.** Distribution at Ag Progress Days, Ludwig's Corner Horse Show, and Princeton Show Jumping shows. (Deadline: June 11)

**September: Dressage at Devon Preview, Barns, Arenas, Footing feature.** Mailed to the proprietary DAD list, distribution at DAD and at Plantation Field International 3 Day Event, Devon Fall Classic, & Princeton Show Jumping shows. (Deadline: August 9)

**October: Maryland 5 Star at Fair Hill Preview, Equine Healthcare, Nutrition & Therapy.** Distribution of copies from racks on the grounds of this world-class event and at the Pennsylvania National Horse Show, Washington International Horse Show, and PA Equine Council member homes. (Deadline: September 9)

**Winter issue: Winter Ready, Holiday Gift Guide.** Distribution at Equine Affaire, Standardbred Sale, PA Hunt Cup, PA Farm Show. (Deadline: October 9)

**Advertorial opportunities available in every issue.**

## 2024 Advertising Rates

Size	Horizontal	Vertical	BXW	Spot Color	4-Color
Bus. Card	4"w x 2"h	2"w x 4"h	\$140	\$170	\$200
1/12 page	n/a	4"w x 3¼"h	\$179	\$209	\$239
1/9 page	6"w x 3¼"h	4"w x 4¾"h	\$228	\$258	\$288
1/6 page	6"w x 4"h	4"w x 6½"h	\$283	\$368	\$408
1/4 page	8"w x 5"h	6"w x 6¾"h	\$396	\$481	\$571
1/3 page	10"w x 5"h	6"w x 8¾"h	\$500	\$585	\$675
1/2 page	10"w x 8"h	8"w x 10"h	\$635	\$720	\$810
3/5 page	10"w x 9"h 8"w x 12"h	6"w x 16"h	\$744	\$829	\$919
full pg.	n/a	10"w x 16"h	\$1,039	\$1,124	\$1,214

**Frequency discounts are available for ads run in multiple issues.**

### PUBLISHING SCHEDULE

East Coast Equestrian is published six times a year; March/April, May/June, July/August, September, October and Winter.

### DIRECTORY ADS

Same ad will run in all consecutive issues.

No copy changes. Payment in full must accompany insertion.

Directory Ad size: 3 ¼" wide by 2 ½" high.  
\$474 for 6 issues. \$243 for 3 issues.

### SPECIFICATIONS

Bound newsprint, 5 column format.  
Trim size is 11" w x 16 1/2" h,  
live area 10"w x 16"h. Column width is 2".

### PAYMENT TERMS

We require prepayment for first-time advertisers. Repeat advertisers whose accounts remain current are eligible for payment terms.

### PRODUCTION GUIDELINES

- Line screen: 100 lpi
- Image resolution: 200 dpi at full size (line art 600 dpi)
- Fonts: Postscript, True Type or Open Type (If supplying PDF files fonts should be embedded.)
- File submission: PDF files are preferred. We also accept high resolution JPEG, TIFF or EPS files.
- Please e-mail ads to [debbie@eastcoastequestrian.net](mailto:debbie@eastcoastequestrian.net)
- Bleeds: Please call for specs.
- Color: CMYK

### COMPOSITION

Ads that are not camera-ready will be composed at cost. Graphics and photos must be at least 200 dpi at full size.

### CIRCULATION

Circulation varies from **9,500** to **17,000** copies.

Readers: **38,000** to **59,500** per issue.

### 8,000 ONLINE READERS PER ISSUE

Featured advertisers' ads and articles remain on our website with links for a year.



### CONTACT INFORMATION

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