



THE EQUINE NETWORK

Connecting horse people. Celebrating horse power.

In our world, there's a direct connection

That connection drives the \$39 billion horse industry.
And in that industry, we're the most connected.
We reach more horse people than anyone:
more than 1.5 million horse owners every month.



between hoofbeat and heartbeat.

Our stable of print and online titles includes every popular discipline at every level of participation, from armchair cowboys to industry-shaping professionals. Each group of horse enthusiasts is unique, but across all titles they share one thing: they buy horse products.

We can help make sure they're yours.

We have a dynamic relationship with the audience you want to reach - active, affluent, passionate horse owners.

81 percent of our audience considers their horses members of their family. They are hungry to learn about the best products to keep them healthy and happy. And they look to us to provide that information, through editorial and advertising messages.

10 ways to reach the right readers



Horse & Rider

157,041 ave. paid circ.

Reader Profile: Passionate Western riders reading and buying to improve their relationship with their horses and their equestrian lifestyles.

Content: Step-by-step training techniques, how-to articles and advice, new products geared to contemporary Western riders. Published monthly.

Demos: Ave. net worth: \$500,000. Ave. household income: \$90K.

Ave. horses cared for: 5. 85% female. Majority aged 40+. 89% have children ages 6-18 living at home. 92% participate in clinics, expos, etc.

In 2011, *Horse & Rider* celebrates 50 years of serving Western riding enthusiasts.



EQUUS

137,418 ave. paid circ.

Reader Profile: Influential readers with healthy spending habits. Long-time, multiple horse owners who crave the knowledge to keep their horses healthy and happy.

Content: Bridging the gap between breeds and riding disciplines, EQUUS provides cutting-edge horse-care information, stories about equine behavior, training techniques and topics critical to the industry. While many magazines focus on the "what" or the "how" of the horse world, EQUUS is the only one dedicated to the "why." Published monthly.

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Always ahead of the curve, EQUUS published groundbreaking research about racehorse breakdowns two weeks before Eight Belles sustained fatal injuries in the Kentucky Derby.



American Cowboy
Western Lifestyle • Travel • People

100,000 ave. paid circ.

Reader Profile: Sophisticated, affluent aficionados of all things Western.

Content: Contemporary Western lifestyle, culture, travel and gear. Published 6 times per year.

Demos: Median household income \$84,429. 82% own homes, 23% own second homes. Ave. horses owned: 2.8. 54% male, 46% female. Mostly, 40+ years old. 51% plan to take a Western-themed vacation in the next year. 83% have taken action as a result of reading AC.

American Cowboy's John Wayne Collector's Edition outsold any special issue in the history of Active Interest Media.



DISCOVER HORSES

80,000 circulation

Reader Profile: Both elite competitors and horse enthusiasts and their families visiting or planning a visit to the Horse Park.

Content: A showcase of the horses, people and events in the Kentucky Horse Park as well as surrounding Lexington dining and tourism attractions. Published annually.

Distribution: Published each April before the Rolex Kentucky Three Day Event, this deluxe guide is distributed throughout the park and at local hotels and tourist destinations.

The 2010 World Equestrian Games drew more than 507,000 visitors to the Kentucky Horse Park.



PRACTICAL HORSEMAN

58,536 ave. paid circ.

Reader Profile: Affluent, influential, multiple horse-owning competitors in a variety of English disciplines.

Content: For 30 years, the go-to source for English riders featuring real-world advice and how-to from top competitors and trainers in hunters, jumpers, equitation, eventing and dressage. Published monthly.

Demos: Ave. net worth: \$900,000. Ave. horses owned: 5. Ave. value of most expensive horse: \$21,800. 90% intermediate, advanced or professional riders.

Devoted readers wait nearly 4 years from the time they send in photos for critiquing by trainer George Morris to the time they are published in the monthly "Jumping Clinic."



THE TRAIL RIDER

46,167 ave. paid circ.

Reader Profile: Affluent, adventurous horse owners on the hunt for new places to ride and new products to try.

Content: News about destinations, how-tos from top professionals, resource guides, safety and health advice, truck and trailer reviews as well as news and listings from the American Competitive Trail Horse Association. Published 8 times per year.

Demos: Household net worth \$500,000+ (32%), \$100-499,000 (50%). 76% female, 24% male. Ave. age: 50. 82% keep their horses at home on large acreage. 82% trailer out to ride at least monthly.

Regardless of discipline, more than 74% of the Equine Network audience trail rides regularly.



Dressage TODAY

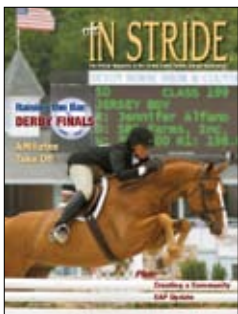
39,466 ave. paid circ.

Reader Profile: Affluent, educated women who spare no expense when it comes to advancing in their sport and celebrating their equestrian lifestyles.

Content: In-depth dressage training articles from the world's foremost authorities, trends, news and new products. Published monthly.

Demos: Ave. net worth: \$840,000. 97% female. Ave. age 44. 79% compete. Value of ave. horse: \$25K.

Dressage is the fastest growing English discipline.



IN STRIDE

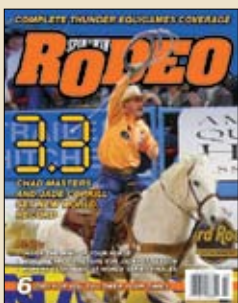
36,000 membership circ.

Reader Profile: Affluent members of the United States Hunter Jumper Association, competitors at the upper echelon of the sport willing to pay for a competitive edge.

Content: Essential USHJA news, behind-the-scenes insight and tips about horse care specifically tailored to this elite audience. Published 6 times per year.

Demos: Ave. net worth: \$1,441,000. Age: 44% over 18, 37% under 18. 43% amateurs, 35% juniors, 18% professionals. 99% compete. 74% own custom stable equipment. 81% of readers' horses are insured.

The average value of an *In Stride* reader's horse is \$83,500.



SPIN-WIN RODEO

35,512 ave. paid circ.

Reader Profile: Multiple-horse owners living the rodeo lifestyle.

Content: Rodeo how-to and analysis, the number one independent rodeo magazine in the industry and home for all World Series of Team Roping news and event information. Published monthly.

Demos: Household net worth: \$500,000 (27%), 100-499,000 (52%). Ave. horses owned: 5. 81% male, 19% female. Ave. age: 45. 86% keep horses at home on large acreage.

World Series of Team Roping awarded \$3 million in just one weekend in 2010.



EquiManagement

10,000 veterinarians

Reader Profile: Veterinarian members of the American Association of Equine Practitioners, owners and decision-makers for their unique businesses.

Content: Editorial designed to help veterinarians grow their practices, including stories about marketing, finance, operations, new products and human resources. Published four times per year.

Demos: AAEP veterinarians reach more than 2 million horse owners through their work. EquiManagement is polybagged with award-winning EQUUS magazine and mailed exclusively to AAEP members.

EquiManagement is the only publication in the industry targeting equine veterinarians.

Innovative digital tools to develop relationships with



Equine.com is the number one transactional horse-related website.

Users: 8,476,154 annual visits/ 2,688,191 unique annual visitors/ 105,250,637 page views/60,000+email list

Content: The industry's largest website for buying and selling horses, trailers and farms, Equine.com features listings, buying and selling guides and directories of stables and veterinarians.

User Profile: Loyal shoppers for big ticket items.

Demos: 87% female. Ave. horses owned: 4.45. Spend more than 11 minutes per visit. Visit site 30 times in six months.

Advertising Programs: Eblasts, newsletter sponsorships, special offer section, bellyband ads, pop-ups and pop-unders, banners, category sponsorships, customized programs such as surveys and sweepstakes.



Equisearch.com offers more multi-discipline, multimedia, interactive horse-related content than anywhere else on the Web.

Users: 2,819,099 visits/ 1,823,180 unique annual visitors/ 6,959,114 page views/ 40,000 email list.

Content: The online authority for English and Western riding, Equisearch.com features more than 10,000 articles from award-winning Equine Network publications like *EQUUS*, *Horse & Rider*, *Practical Horseman*, *Dressage Today* and *Spin To Win Rodeo*, blogs and videos.

User Profile: Horse-owning enthusiasts seeking training, riding and health information and an online community.

Advertising Programs: Banners, email blasts, enewsletter advertising, brand blocks on the home pages of *EQUUS*, *Horse & Rider*, *Practical Horseman*, *Dressage Today*, *The Trail Rider*, *Spin To Win Rodeo*, *American Cowboy*.



Discoverhorses.com features a "For Kids" section designed for the industry's youngest consumers – and their parents – as they delve into a lifetime of horses.

Users: 552,000 unique annual visitors/ 2,608,800 page views/ 60,000+ email list.

Content: Aimed at attracting new enthusiasts to the horse world, Discoverhorses.com offers a point of entry into the breadth and depth of the industry with content provided by over 35 industry associations and media partnerships.

User Profile: New riders, passionate spectators and kids who eat, sleep and breathe ponies—all passionate for knowledge, ways to express their love of horses and eager to take the first steps toward horse ownership.

Advertising Programs: Discoverhorses.com is a partnership between The Equine Network, American Quarter Horse Association, U.S. Equestrian Federation and the Kentucky Horse Park. Limited sponsorship opportunities available.

h your audience.



"64% of readers visit an advertiser's website after seeing an ad in a digital magazine."

– The Case for Advertising in Interactive Digital Magazines, Smarter Media, April 2010

Users: 500,000

Content: Digital how-to for horse lovers, HorseLink digital magazine delivers content featuring top clinicians created by the same Equine Network industry veterans readers have trusted for decades in award-winning publications like *EQUUS* and *Horse & Rider*.

User Profile: Affluent Western riders seeking how-to articles delivered in a dynamic way.

Advertising Programs: A limited amount of advertising space available in each issue, as full-page static ads or full-page ads with embedded video that plays instantly as the reader clicks through the magazine.



Content: An online community for equine enthusiasts featuring original content on a platform where users can engage daily to learn, share and shop for products to enhance their equestrian lifestyles.

User Profile: Both new and experienced horse enthusiasts of all disciplines seeking the latest information and a way to connect with other enthusiasts.

Pioneering Technology: MyHorseDaily will become the first Mequoda hub for the Equine Network, a form of online direct mail utilizing Search Engine Optimization to convert email addresses into paid subscribers and purchasers of Equine Network products.



HorseBooksEtc.com

Users: 22,000 registered members/ monthly visits/ 56,717 monthly page views.

Content: The largest online source for horse-related books and DVDS, HorseBooksEtc.com features nearly 1,000 products including those produced by the Equine Network, a growing publisher of equine titles.

Our Audience Is Your Market



**We make it simple for you to reach exactly the best audience for your products and services.
And we have the savvy and tools to deliver your message in the most effective way
to precisely that segment of our readers most likely to act.**

- 94% of Equine Network users own horses, and buy health, equipment and training products.
 - The majority keep their horses on their own property, and invest in the tools and materials to maintain that it.
 - Average Income: \$98,125.
- Our readers are financially – and emotionally – committed to their equestrian lifestyles.

Connect with millions of horse enthusiasts.

Start by contacting your sales representative or:

Dave Andrick
717.303.3790 ext. 1002

dave.andrick@equinenetwork.com

Benjie Lemon
303.625.1667
benjie@myhorse.com

