

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

A 2017 study by Delaware Valley University showed horse owners in the 10 counties of southeastern Pennsylvania alone spend each year:

- \$72 million on feed
- \$55 million on horses and other equines
- \$33 million on boarding
- \$24 million on capital improvements such as barns and arenas
- \$17 million on breeding
- \$17 million on hay
- \$17 million on veterinary and equine health
- \$16 million on trucks and trailers
- \$13 million on farrier expenses
- \$13 million on insurance
- \$9 million on bedding
- \$8 million on clothing and personal equipment
- \$6 million on farm equipment
- \$5 million on fencing

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 17 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 70,000** readers per issue, ranging from backyard horse owners to Olympic riders.
- ✔ Affordable advertising and four color rates.
- ✔ Distribution via subscription (4,100), tack and feed stores (435) and in cooperation with dozens of national and regional events. The September issue is sent to the proprietary Dressage at Devon mailing list of competitors and spectators; the March issue contains the official program for Horse World Expo. Distribution is focused on, but not limited to, Pennsylvania, New Jersey, Maryland, Delaware and New York.
- ✔ **Partnerships with Horse World Expo** 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 designated advertorial features, written by our award-winning staff. Most are showcased with links on our website, visited monthly by 8,000 individuals worldwide.
- ✔ A staff dedicated to excellence in editorial content, advertising design, print production and customer satisfaction.



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OUR 25TH YEAR

2018 RATES

