


BRAND **MISSION**

Practical Horseman provides hands-on how-to information on riding, training, equine health and competitions for English riders through multimedia channels including print, digital, social media, podcasts and a video on-demand platform. Respected experts in the disciplines of dressage, eventing, hunters and jumpers share in-depth information to help readers become well-rounded riders and horse-care managers. Profiles and features create a sense of community, from top professionals to dedicated amateurs, fostering the dream of being the best horseperson possible.

To meet the needs of our devoted dressage audience, in addition to content in *Practical Horseman Magazine*, we provide more dressage content through Dressage Today's strong digital and social-media channels, podcast and video-on-demand site. To reach this audience, please refer to Dressage Today's media kit.



NOTE FROM OUR **EDITOR**



How do you ride a smoother hunter round? Make a winning jump-off turn? Sit the trot better? Rate your horse's cross-country speed accurately? Ensure your horse's health?

We answer these questions in print, online and video and on social media. Join us as we

celebrate our 50th year serving as the link between the top trainers, riders and veterinarians in our sport and riders striving to be the best horse people they can be.

Sandra Oliynyk
Editor, Practical Horseman

DEMOGRAPHICS

AVERAGE HHI

\$100,000+

96%

Female

63%

Ride Hunters/Jump-

56%

Ride Dressage

71%

Are in Training

51

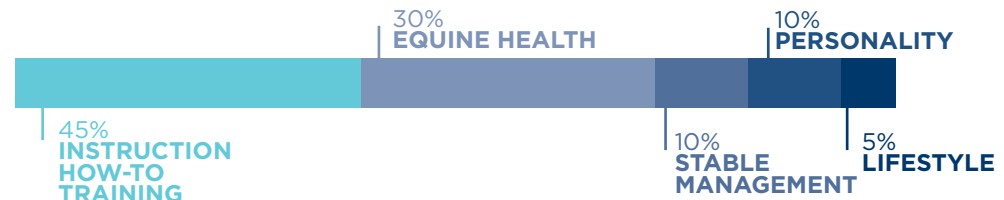
Median Age

- 89% Have been riding for more than 10 years
- 58% Compete up to 9 times a year
- 88% Compete at the amateur level

CAPTIVATING OUR READERS



CONTENT PILLARS



TOTAL AUDIENCE REACH: 2.5+ MILLION
ACROSS PRINT, ONLINE & SOCIAL

MAGAZINE:

- 45,000 readership

WEBSITE:

- 2+ million users in 2022
- 305,000 pageviews each month
- 23%+ users in 2021 between the ages of 25-34
- 75.4% female / 28% male users in 2021
- 68% use mobile device

EMAIL:

- 18,800 weekly newsletter subscribers
- 10,400 third-party list subscribers

SOCIAL:

- 259,000 Facebook followers
- 45,800+ Instagram followers
- 8,100+ Pinterest followers

PODCAST:

- Total lifetime listens: 184,000

SPECIAL DIGITAL REPORT:

(Practical Horseman Extra)

- 9,300 subscribers
- Average open rate: 23%

SPRING

AD CLOSING: 3/07/23 **MATERIALS DUE:** 3/09/23

MAIL DATE: 4/18/23

IN THIS ISSUE

TRAINING:

Hunter Training: Louise Serio
 Jumping Training: Ronny Riemer
 Dressage Training: Great Britain's Carl Hester
 Eventing: Colleen Rutledge/John Michael Durr

HEALTH/CARE:

Feature: Biosecurity measures to take at competition and at home, including vaccination requirements
 Vet On Call: Arthritis
 Stable Management: Trimming your horse so he looks his best for competition

SPECIAL

FEI World Cup™ Finals Omaha Preview

DISTRIBUTION: LAND ROVER KENTUCKY THREE-DAY EVENT

SUMMER

AD CLOSING: 6/05/23 **MATERIALS DUE:** 6/07/23

MAIL DATE: 7/11/23

IN THIS ISSUE

TRAINING:

Hunter: Hannah Isop
 Jumper: Jonathan Millar
 Dressage: Steffen Peters
 Eventing: William Fox-Pitt

HEALTH/CARE:

Feature: Equine parasite control
 Vet on Call: When to use electrolytes
 Stable Management: How to keep flies and other summer pests at bay

DISTRIBUTION: HITS, USEA CHAMPIONSHIPS; USEF DRESSAGE FINALS

FALL

AD CLOSING: 8/07/23 **MATERIALS DUE:** 8/09/23

MAIL DATE: 9/19/23

IN THIS ISSUE

TRAINING:

Hunter Training: Kristy Herrera
 Eventing Training: Lucinda Green
 Dressage Training: Sabine Schut-Kery
 Jumper Training: Brian Moggre

HEALTH/CARE:

Feature: Treating tendon and ligament issues
 Vet On Call: Wound care
 Stable Management: Groundwork with Monique Potts

DISTRIBUTION: PENNSYLVANIA NATIONAL HORSE SHOW, WASHINGTON INTERNATIONAL HORSE SHOW, DRESSAGE AT DEVON

WINTER

AD CLOSING: 10/06/23 **MATERIALS DUE:** 10/09/23

MAIL DATE: 11/14/23

IN THIS ISSUE

TRAINING:

Jumper Training: Lillie Keenan
 Eventing Training: Liz Halliday-Sharp
 Hunter Training: Lexy Reed and Vanessa Brown
 Dressage: Lena Wedenmark

HEALTH/CARE:

Feature: Respiratory issues
 Vet On Call: Reduce the stress of stall rest
 Stable Management: Equine massage with Jo-Ann Wilson

DISTRIBUTION: HITS OCALA, DESERT CIRCUIT (THERMAL)

SPECIAL FEI WORLD CUP™ DIGITAL ISSUE

AD CLOSING: 03/21/23 **MATERIALS DUE:** 03/23/23

DISTRIBUTED: 03/31/23

IN THIS ISSUE

Favorite memories from riders of previous FEI World Cup™ Jumping and Dressage Finals
 World Cups through the years, how the winners are selected and more



In Every Issue

- 50th Anniversary Special Content Sections
- Clinic with Susanne von Dietze, Cross-Country with Jim Wofford, Jumping Clinic with Bezie Madden
- **Note:** Articles subject to change depending on experts' availability/schedule. Dates subject to change.