

Our Readers Have Purchasing Power

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+

East Coast Equestrian influences buying, raises brand awareness, and puts you in front of the people making the decisions in a trusted environment.

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

The Effective Way to Reach Owners and Enthusiasts

Winner of 18 American Horse Publications awards for editorial excellence

East Coast Equestrian offers:



- 38,000 to 67,000+ readers and climbing per issue, ranging from backyard barn owners to Olympic riders
- Distribution via subscription (4,400), tack and feed stores (650), and in cooperation with dozens of national and regional events. Distribution focused on **NEW YORK, CONNECTICUT, NEW JERSEY, PENNSYLVANIA, MARYLAND, VIRGINIA, THE CAROLINAS, GEORGIA AND FLORIDA COMING SOON.**
- Evergreen: Each issue is readable in perpetuity on our website.
- Special partnerships with storied venues like Horse World Expo, Dressage at Devon, the Maryland 5* at Fair Hill and the East Coast's biggest events give you access to elite horse owners
- Access to participants in all equestrian disciplines
- The opportunity to showcase your company in branded content and advertorial features with articles written by our award-winning staff. Featured articles and ads remain on our website for one year and advertisers receive additional social media distribution and promotion.



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NEW
MORE STATES!
MORE SHOWS!
GLOSSY MAGAZINE
FORMAT!



MEDIA KIT 2026 RATES

The news horse owners and enthusiasts need -- and want -- to know. From North to South, East Coast Equestrian is where the horse world comes together. For more than 33 years, we've been the award-winning source riders, trainers, owners, and horse lovers trust for news, stories, and information that keeps them connected to the sport they love. Each month nearly 100,000 readers engage with East Coast Equestrian in print, online, and in their inboxes. East Coast Equestrian feeds the passion and fuels the connection.

Now published 8x a year + our special Real Estate Showcase and our Holiday Gift Guide

OUR 33RD YEAR

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March – Horse World Expo Official Program • Trailers and Transportation Services • Carolinas + Georgia Issue • Full Gallop Farm March II H.T. • Southern Pines Horse Trials I • Pine Top Intermediate Horse Trials • Carolina International CCI & H.T. • Aiken Charity Horse Shows • Tryon Winter Series • Tryon Winter Dressage • Horse Park of New Jersey – Winter Dressage Schooling

April – Eventing/Steeplechase • Pest Control / Pasture / Hay & Fencing • Delaware Issue • Maryland Hunt Cup • Tryon International • Swan Lake • HITS • FEI & USEA/USEF Recognized Horse Trials at Fair Hill • Plantation Field Horse Trials • Longleaf Pine Horse Trials • CDCTA Spring Horse Trials • Horse Park of New Jersey Spring H.T. • Princeton Show Jumping • Swan Lake Horse Shows • Mid-Atlantic Dressage Festival

May – Devon Horse Show Preview • Equine Healthcare, Nutrition, Therapy • New Jersey Issue • HITS • Old Salem Farm Spring Horse Shows • Devon Horse Show & Country Fair • Saratoga Horse Shows (Spring) • Princeton Show Jumping (Spring) • ESP Spring/Summer Series • Tryon Spring Series • Virginia Horse Trials (Spring) • MCTA Horse Trials • USEA/USEF Recognized Horse Trials at Fair Hill • Mid-Atlantic Dressage Festival & Lexington CDI • Tryon Spring Dressage

June – Hunters/Showing • Tack/Equipment + Trends • New York + Connecticut Issue • Upperville Colt & Horse Show • Loudoun Benefit Horse Show • Lake Placid Horse Shows • HITS Saugerties • Brandywine Horse Shows • Aiken Summer Classic • Princeton Summer Series • MARS Essex Horse Trials • Tryon Summer Dressage I & II • Dressage at Lexington (Virginia Summer Dressage)

July – Summer + Travel • Barns/Stabling/Flooring • Virginia Issue • Great Meadows • Morven Park • Lake Placid Horse Shows • Brandywine Horse Shows • HITS Saugerties (Summer Series) • Princeton Summer Series • Tryon Summer Series • ESP Summer Series • Maryland International CCI & H.T. (Fair Hill) • Dressage at Lexington • Tryon Summer Dressage (CDI/USDF)

August – Real Estate Showcase • Hampton Classic Horse Show • HITS Saugerties • Princeton Summer/Fall • Tryon August Series • ESP Summer/Fall • Millbrook Horse Trials • Great Meadow International • Tryon Summer/Fall Dressage • USEA/USEF Recognized Horse Trials at Fair Hill

September – Dressage at Devon Preview • Arenas & Footing/Hay • Pennsylvania • Dressage at Devon • Hampton Classic • Capital Challenge Horse Show • Devon Fall Classic • Plantation Field International CCI • Stable View Oktoberfest • Tryon Fall Series • HITS Saugerties Fall Series • The Big E Hunter/Jumper • Swan Lake Finale • Ludwig's Corner Horse Show and Country Fair

October – Maryland Five Star Preview • Winterizing / Tech + Innovation • Maryland 5 Star at Fair Hill • Pennsylvania National Horse Show • Washington International Horse Show (WIHS) • Morven Park International CCI & H.T. • Tryon Fall Dressage / CDI • Tryon Fall (CSI/USEF weeks) • HITS Saugerties Championship (if scheduled) • Swan Lake • Virginia Fall H.T. / VHC Events • Tryon Fall Field Hunter / Derby Specials

November – • KIDS +Trainers • Indoors • Equine Affaire - North America's Premier Equestrian Expo • Tryon International Three-Day Event • US Dressage Finals (USDF) • WEC Ocala Fall Show Series • TerraNova Eventing (CCI / Fall) • Virginia Horse Trials (Fall) • Carolina Horse Park – War Horse Championship • Swan Lake Harvest Classic / November Local • ESP Holiday & Horses CSI • Tryon Fall Finale / November HJ

December – Holiday Gift Guide / Year-End/Best of Awards

Size	Horizontal	Vertical	BXW	Spot Color	4-Color
Directory	n/a	3.25" w x 1.5" h			
Bus. Card	n/a	3.5" w x 2" h	\$144	\$174	\$204
1/9 page	3.333" w x 2.5" h	2.5" w x 3.333" h	\$235	\$265	\$295
1/6 page	3.75" w x 3.333" h	2.5" w x 5" h	\$291	\$376	\$416
1/4 page	5.5" w x 3" h	3.5" w x 4.875" h	\$408	\$493	\$583
1/3 page	7.5" w x 3.333" h	2.5" w x 10" h	\$510	\$595	\$685
1/2 page	7.5" w x 4.875" h	3.5" w x 10" h	\$648	\$733	\$823
3/5 page	7.5" w x 6" h	n/a	\$759	\$844	\$934
full pg.	n/a	7.5" w x 10" h	\$1,059	\$1,144	\$1,234

Premiums: Back Cover \$1,950 / Inside Back Cover \$1,450 / Inside

Front Cover \$1,250

Discounts Available: 6X: 5% Discount plus Directory ad. 10X: 10% Discount plus Directory ad

Directory Ads: No copy changes. Payment in full must accompany insertion. \$474 for 9 issues. \$243 for 3 issues. Color is \$120

Production Guidelines: 100 lpi, 200 dpi (600 logos), CMYK, embed fonts, bleeds as per specs.

Composition: Ads not camera ready will be composed at cost.

Deadlines For All Issues: Deadlines for ad reservations are on the 10th of every month prior to the issue. (Exception for the March issue ad deadline is January 15th, art deadline for March is January 25th.) Deadlines for art are the 15th of every month prior to the issue

Circulation: 48,000–77,000+ readers per issue.

Online Visibility: Featured advertisers remain online for one year (~8,000 monthly visitors).

NEW for 2026

No price increase for 2026 – We're holding rates steady despite inflation, tariffs, and rising print costs.

Expanded coverage – Now reaching farther north and south, with additional distribution through 250+ NEW tack and feed stores from New York to Florida.

Dual delivery – Every issue is distributed both by mail to subscribers and digitally via email for maximum reach.

Bonus event distribution – More than ever! Each month, East Coast Equestrian is featured at TEN or more major equestrian events across the East Coast, plus regional and local shows every issue.

Regular email communication and social media engagement – A growing, engaged subscriber list ensures advertisers reach an active, loyal audience year-round.

Ask about integrated marketing – Custom content marketing, social media, contests, and digital advertising opportunities are available to extend your brand's reach beyond print.

Content Marketing + Digital Opportunities

East Coast Equestrian offers powerful, integrated marketing solutions that bring your brand story to life across platforms.

Content Marketing:

Branded and expert content opportunities are available each month — from advertorial features to sponsored “how-to” segments and product spotlights. Ask about special sections, including two- and four-page center spreads, designed for brands that want to educate, inform, and inspire our readers.

Coming Soon Video Production:

Custom video packages for social media, commercial, instructional, or industrial use — created by our experienced team of equestrian storytellers. Each project is quoted individually to match your goals and scope.

Digital+ Advertising:

Extend your reach beyond print with premium placements across our digital ecosystem.

- **Site Sponsor:** \$500 stand-alone • \$750 with print ad
- **Banner Ad:** \$400 stand alone • \$250 with print ad.
- **Email Ad:** \$250 stand-alone • \$200 with print ad
- **Email Sponsorship:** \$750 stand-alone • \$600 with print ad
- **Email Blast:** \$750 stand-alone • \$500 with print ad
- **Social Media Post** (2x per week): \$250 stand-alone • \$200 with print ad

Ask about available sizes and custom campaigns.

Email Sponsorship + Advertising Opportunities

Our growing subscriber list delivers direct, high-engagement access to equestrian readers who open, click, and share. Each campaign is built to drive results and strengthen brand visibility across our digital channels. Sponsorship and advertising opportunities available.

Product Reviews + Features:

Timely recommendations and real-world product reviews compiled from confirmed buyers and users with real world experience.

Book Reviews + Discussion:

A unique, highly engaged lifestyle touchpoint reaching equestrian readers beyond the ring. Sponsor a title or align your brand with our monthly literary feature.

Monthly Issue Email:

Distributed to our full subscriber base with each new issue — highlighting top stories, events, and advertiser links that drive traffic directly to your business.