

THE EAST COAST EQUESTRIAN

Made for Horse People Since 1993

2027 EAST COAST EQUESTRIAN

MEDIA KIT + MARKETING OPPORTUNITIES

Reach and engage with the people who love, live, and buy all things horse - year-round.





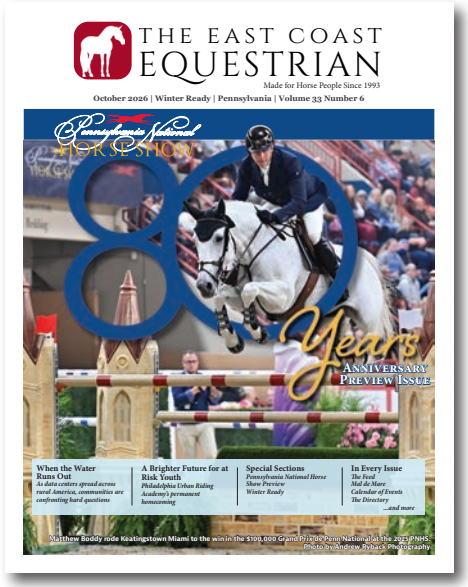


Print. Digital. Email. Social. Events. Branded Content.

ABOUT EAST COAST EQUESTRIAN









The Media Home for the East Coast Horse Life

Created by horse people for horse people over 34 years ago, East Coast Equestrian has served the riders, owners, trainers, barn managers, farm owners, adult amateurs, families, competitors, and enthusiasts who pump life into the East Coast horse life and economy.

We reach horse people where they live, shop, show, train, board, learn, travel, gather, and buy — in print, online, by email, on social media, and at the region's most important equestrian events feeding their knowledge, flaming their enthusiasm, supporting their lifestyle, and keeping the community connected.

East Coast Equestrian is not just a publication. It is a direct reflection of and connection to the equestrian consumer: the people buying feed, hay, tack, apparel, lessons, event tickets, lessons, horses, breeding services, supplements, wellness services, technology and software, veterinary care, farrier services, insurance, trailers, trucks, fencing, barns, footing, real estate, gifts, books, events, and professional services year-round.

East Coast Equestrian reaches horse people as a shared identity -- a reflection of the community, itself.

What Makes ECE Different

Most equestrian media only serve a discipline, a circuit, a breed, a stage, or a luxury slice of the market. Or they're full of pages of dry show statistics, or only focus on the shiny elite tip of the sport iceberg.

Our audience includes the elite competitor and the backyard owner, the trainer and the lesson rider, the adult amateur and the horse parent, the farm owner and the future farm buyer, the lifelong rider and the enthusiast who never stops paying attention. It's based on what's in common, yet shares new, useful, aspirational, and informative content.

We serve the full breadth of the horse life — and help advertisers reach the people who spend within it – connecting through useful information, news, insights, profiles, events, classifieds – creating connection and accessibility. We feed the common needs.

THE AUDIENCE, THE POWER, THE REACH

A Rare Combination of Print, Digital, Email, Events, Social, and Retail Distribution
East Coast Equestrian meets horse people where they live, shop, ride, and buy—at home, in barns, tack and feed stores, shows, expos, inboxes, social feeds, digital issues, and our online archive. And through the friends and barn families they trust. Multiple touchpoints that connect, influence, and convert throughout the buyer's journey.

Why It Matters to Advertisers
It has legs. ECE isn't just read. It's picked up, saved, opened, shared, browsed, and used—in the places where horse people discover products, compare services, plan purchases, make decisions, and talk.

It sits in tack shops, feed stores, barns, homes, trucks, show offices, waiting areas, event venues, and inboxes — the places where horse people make decisions, discover products, compare services, plan purchases, and talk to one another.

Our Reach

48,000–77,000+
READERS PER ISSUE
--
ON ALL PLATFORMS

NEARLY 100,000
MONTHLY ENGAGEMENTS ACROSS PRINT, EMAIL, AND DIGITAL PLATFORMS

650+
TACK, FEED, AND EQUESTRIAN RETAIL DISTRIBUTION LOCATIONS

250+
NEWLY ADDED TACK AND FEED STORE LOCATIONS FOR 2027

10+
MAJOR EQUESTRIAN EVENTS MONTHLY, PLUS REGIONAL & LOCAL SHOWS — NEARLY 200 ANNUALLY.

EXPANDED
GEOGRAPHIC REACH FROM NEW YORK THROUGH FLORIDA

DUAL PRINT
+ EMAIL DELIVERY FOR EVERY ISSUE

DIGITAL ARCHIVES
EVERGREEN ONLINE VISIBILITY THROUGH DIGITAL ISSUE ARCHIVES

Our Readers Have Purchasing Power
ECE readers are committed horse people with recurring needs, high purchase intent, and the income to act. They are owners, riders, trainers, barn managers, farm owners, adult amateurs, parents, competitors, lease riders, lesson riders, casual backyarders, trail lovers, and lifelong enthusiasts whose equestrian lives and deep passion create ongoing purchasing needs.

They Are 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
- Among those who own horses, the average number owned is 4.5
- 74% keep some or all of their horses at home

They Have Spending Power
- 51% have household income of $75,000+
- One-third have household income of $100,000+
- One in five have household income of $150,000+

They Are Active Buyers
In the coming year, ECE readers plan to buy:

- 61% — riding apparel, tack, feed, or hay
- 59% — pet supplies
- 48% — lessons and training
- 26% — fencing
- 19% — insurance
- 16% — a horse or pony
- 15% — a trailer
- 11% — a barn, shed, or building
- 10% — a truck
- 7% — a farm or equestrian real estate

They Use ECE to Guide Purchasing
- Nearly one in five readers says advertising features are their favorite section of the publication.
- That is not ad tolerance. That is buying curiosity.
- ECE readers use advertising to discover products, services, experts, events, properties, and ideas that support their horse life.

Your brand belongs where horse people already gather, shop, train, show, and buy.

OUR AUDIENCE SEGMENTS AND CUSTOMER ARCHETYPES

East Coast Equestrian reaches the full horse-life economy.

Horse Owners and Lease Holders
They drive recurring spend across feed, hay, supplements, veterinary care, farrier care, tack, apparel, insurance, training, equipment, trailers, trucks, barns, fencing, property, and services.

Adult Amateurs
They are among the highest-value consumers in the horse world: return riders, lifelong riders, lesson-and-lease riders, circuit competitors, and women who finally have the time, confidence, income, and resources to build the horse life they always wanted.

Trainers and Barn Managers
They influence buying decisions far beyond their own purchases. They recommend feed, supplements, tack, apparel, services, vets, farriers, clinics, shows, products, and brands to clients every day.

Farm and Property Owners
They buy and influence high-ticket categories: fencing, barns, footing, tractors, arenas, gates, sheds, lighting, fans, mats, land services, insurance, trailers, trucks, and real estate.

Parents and Youth-Rider Families
Moms make 90% of the household buying decisions. No where is this more true than the mom of a horse-dedicated kid or family. They buy it all: lessons, camps, memberships, safety gear, entry fees, trailers, barns, arenas, show clothes, apparel, gifts, books, tack, leases, travel, clinics, and event experiences.

Lesson and Lease Riders
They may not own yet, but they are already spending monthly and often sit directly on the path to ownership.

Competitors and Event-Goers
They buy entries, stabling, travel, lodging, hauling, memberships, coaching, apparel, supplements, bodywork, tack, equipment, and experiences.

Wanna-be's, Former and Future Riders, Fans, Enthusiasts and Gift Buyers
They expand the market. They attend events, follow the sport, buy gifts, apparel, books, subscriptions, art, jewelry, lifestyle products, and experiences — and often influence family spending.



Owners are the highest direct spenders.
Enthusiasts expand the market.
ECE reaches both.

THE ADULT AMATEUR BUYING ENGINE

The Adult Amateur Buying Engine
A Deep Dive

Adult amateurs are one of the most valuable consumer segments in the horse world.

They are the return rider, the never-left rider, the lesson-and-lease rider, the circuit competitor, the horse mom who became the rider again, and the woman who finally has the time, confidence, income, and resources to build the horse life she always wanted.

They are not aging out of the horse market.

Many are aging into their highest-spending years.

Why Adult Amateurs Matter
Active adult amateurs can represent an estimated $18,000–$30,000 in annual horse-life spending before major capital purchases such as trucks, trailers, barns, fencing, arenas, farm improvements, or equestrian real estate.

That translates to:
$18,000 annually = $1,500 monthly
$24,000 annually = $2,000 monthly
$30,000 annually = $2,500 monthly

Over a 20-year horse life, an active adult amateur can represent $360,000–$600,000+ in equestrian spending before trucks, trailers, barns, fencing, arenas, farm improvements, and real estate.



Adult amateurs are not aging out of the horse market. Many are aging into their highest-spending years.

HOW HORSE PEOPLE BUY

For horse people spending is both recurring and episodic.

Horse people spend monthly on care, training, feed, hay, supplements, farrier, lessons, apparel, and services. They spend seasonally on shows, clinics, travel, events, gifts, tack, blankets, health needs, and apparel. They also make periodic high-ticket purchases such as trailers, trucks, barns, fencing, arenas, footing, farm improvements, horses, and real estate.

LIFETIME VALUE OF A HORSE PERSON

Enthusiast / Spectator / Gift Buyer
$6,000–$72,000 over 20 years

Lesson Rider / Re-Rider / Lease Rider
$72,000–$288,000 over 20 years

Recreational Owner
$120,000–$360,000 over 20 years

Active Adult Amateur
$360,000–$600,000+ over 20 years

Multi-Horse Owner / Farm Owner / Serious Competitor
$960,000–$2.8 million+ over 20 years

Recurring Monthly Categories

- Board and horse housing
- Feed, hay, and supplements
- Farrier care
- Routine veterinary care
- Dental, vaccines, and wellness
- Lessons and training
- Leasing
- Insurance
- Barn supplies
- Grooming products
- Blankets, sheets, fly gear, and seasonal care
- Pet supplies
- Seasonal and Event-Driven Categories
- Show apparel
- Breeches and riding tights
- Helmets, boots, gloves, and safety gear
- Tack upgrades
- Clinics and educational programs
- Horse shows and entries
- Stabling
- Hauling
- Travel, lodging, and meals
- Memberships and association fees
- Holiday gifts
- Books, art, jewelry, subscriptions, and lifestyle products
- High-Ticket and Capital Categories
- Horse or pony purchases
- Trailers
- Trucks
- Fencing
- Barns, sheds, and outbuildings
- Arenas
- Footing
- Tractors and farm equipment
- Farm insurance
- Equestrian real estate
- Land services
- Facility upgrades

Practical Monthly Spending Ranges

- Board / horse housing: $300–$1,600+ per month
- Feed, hay, and supplements: $100–$400 per month when not included in board
- Farrier: $40–$125 monthly average reserve
- Routine vet care: $25–$60 monthly reserve, emergencies extra
- Lessons and training: $240–$500+ per month for regular riders, more for active programs
- Leasing: often several hundred dollars per month, with full or competitive leases significantly higher
- Adult amateur horse-life spend: commonly estimated at $18,000–$30,000 annually for active participants

A horse person is not a one-time buyer.
They buy month after month, season after season, year after year.

BEYOND REGION. BEYOND DISCIPLINE. BUILT AROUND HORSE PEOPLE.

A dressage rider may buy a trailer.

A backyard owner may buy footing.

A hunter rider may buy supplements.

An eventing parent may buy real estate.

A lesson rider may become an owner.

A trainer may influence dozens of clients.

An enthusiast may become a lifelong customer.

Horse people do not live in one discipline, one geography, or one purchase category. They cross-shop, cross-train, travel, spectate, lease, own, compete, manage, care, learn, and buy across the full horse economy.

East Coast Equestrian is built around horse people as a shared identity — not one breed, one discipline, one circuit, one level of participation, or one definition of what it means to belong in the horse world.



What This Means for Advertisers

ECE connects brands to the full East Coast horse-life corridor:

- Barns and backyards
- Tack and feed stores
- Training programs
- Clinics and educational events
- Rated shows and local shows
- Expos and destination events
- Farms and equestrian properties
- Real estate markets
- Retail and holiday buying
- Health, wellness, and care decisions
- Travel, trailers, trucks, and transportation

Horse people may enter the market through different doors, but they keep buying across the same ecosystem.

ECE reaches horse people across disciplines, regions, spending levels, and life stages - because the horse life does not fit inside one box.

MARKETING PROGRAMS, ANNUAL RATES, PARTNERSHIPS, SPECIAL SECTIONS

2027 RATE CARD

FULL COLOR STANDARD

Full Page	3/5 Page	2 Page Spread	1/2 Page	1/3 Page	1/4 Page	1/6 Page	1/9 Page	BC	Inside Front	Back Cover	Annual Directory	Your Business on Pony Map + Shop Local List
$1,234	$934	$1,995	$823	$685	$583	$416	$295	$215	$1,250	$1,450	$600	$150

Discounts and Value Adds

- **4x** — 4x commitment: 5% off rate card
- **5%** — All multi-month contracts are additional 5% off rate card for pre-pay.
- **8x** — 8x / full-year commitment: 10% off rate card
- **NP** — Non-profits receive 10% off rate card
- **FREE** — Annual commitments of 4x or more get a FREE Directory Ad

CONTENT OPPORTUNITIES 2027

Branded, Expert, Profiles, and Sponsorships

OPPORTUNITY		ALONE PER MONTH	WITH AD PER MONTH	ANNUAL PRICING*
Ask the Expert (Available in every issue)		$850	$450	— *No annual program available*
Monthly Health Column (Available to vets and health/nutrition experts)	NEW	$950	$550	$15,550 ($1,290.00 p/m)
Monthly Book Review (8x) + Monthly Email Top 5 Recommended Books (12x) + 2 pp mini catalog (2x per year)	NEW	ANNUAL PROGRAM ONLY		Contact for custom pricing
Our Story: YOUR In Depth Profile (1 page or 1000 words + photos) or Subject Matter	NEW	$1,250	$1,000	—
Special Sections (Hay, Fencing, Footing, Health, etc.)		1/4 page + gets free 250 word profile		
Special Section Sponsorship for 1x, 1 Special Section. Limit 2 per year* **	NEW	$2,500 — 1 page ad + 500 word profile + Bottom of page banner for section + digital ad + packaged PDF for you to send to your audiences		

DIGITAL 2027

Website, Email, and Social Media Opportunities

WERSITE & BANNERS	AVAILABLE 12 MONTHS, 52 WEEKS
Premium Leaderboard (Top of page, full-width) Monthly	$650
Standard Monthly	$400
Full Column Rail (2 weeks)	$850
Site Takeover (2 weeks)	$1,250

*10% with print or other product.

EMAIL	AVAILABLE 12 MONTHS, 52 WEEKS
Email Ad 1x	$150
Email Ad Bottom Takeover with Description	$250
Content Email Blast (branded content 1x)	$500
Promotional Email Blast 1x (subject to approval - no ads)	$750
Email Sponsorship (1x)	$400

*10% with print or other product.

SOCIAL MEDIA (FB + Insta)	AVAILABLE 12 MONTHS, 52 WEEKS
Event posts 2x	$150
Job posts 2x	$250
Promotional post 2x must have approval	$650

- No ads
- 10% with print or other product.

Ask about Promotions, Contests, and Sweepstakes!

PRINT AD SPECS

SIZE	HORIZONTAL	VERTICAL
Directory	2.5"w x 2"h	n/a
Bus. Card	2/5"w x 1.5"h	n/a
1/9 page	3.333"w x 2.5"h	2.5"w x 3.333"h
1/6 page	3.75"w x 3.333"h	2.5"w x 5"h
1/4 page	5.5"w x 3"h	3.75"w x 5"h
1/3 page	8"w x 3.5"h	2.5"w x 10"h
1/2 page	8"w x 5"h	3.75"w x 10.1675"h
3/5 page	7.5"w x 6"h	n/a
Full page	n/a	8"w x 10.375"h

AD DEADLINES

10th of the month prior to each issue with the exception of March. Ad deadline for the March issue is January 15th.

SPECIAL RATE ANNUAL PACKAGES,LIMITED AVAILABILITY, FULL FUNNEL, MULTI-PLATFORM



BE KNOWN

Consistent year-round presence across print, web, email, social and expert content.

- 8 1/4-page full-color print ads
- 4 Standard website banners
- 4 Email Ads
- 1 Annual Directory
- Your Business on Pony Map
- 4 250-word special section profiles

Annual Package Price	**$5,971**
Full Price Value	**$7,464**
Package Discount	**20%**
MONTHLY AMOUNT	**$498**



BE TRUSTED

Combine larger print presence with premium digital, email and educational content to build authority before the buying decision.

- 8 1/2-page full-color print ads
- 8 Premimum Leaderboards
- 1 Content/promotional Email Blast
- 2 Ask the Expert — with print ads
- 2 Promotional social posts
- 1 Annual Directory
- Your Business on Pony Map
- 8 250-word special section profiles
- 1 Category Authority designation

Annual Package Price	**$11,501**
Full Price Value	**$15,334**
Package Discount	**25%**
MONTHLY AMOUNT	**$959**



BE THE BRAND THEY THINK OF FIRST

Maximum share of voice across print, digital, email, social, content and a sponsored section.

- 8 full-page, full-color print ads
- 8 website banner ads
- 2 Site Takeovers
- 4 Issue Email Sponsorships
- 4 Topical Email Blasts
- 2 Ask the Expert — with print ads
- 1 Our Story — with print ad
- 2 Promotional social posts
- 1 Annual Directory
- 1 Your Business on Pony Map + Shop Local
- 1 Special Section Sponsorship
- Premium-position upgrade
- FREE Creative
- Annual strategy session

Annual Package Price	**$18,530**
Full Price Value	**$26,472**
Package Discount	**30%**
MONTHLY AMOUNT	**$1,544**

Sale runs from November 1 through March 1. Packages are limited. First come, first serve.
The monthly amount rate is billed monthly over 12 months for highest affordability and ease of annual planning.

EDITORIAL CALENDAR



MARCH - CAROLINAS ISSUE

Horse World Expo, Schools + Camps

Horse World Expo — Pennsylvania Farm Show Complex, Harrisburg, Pennsylvania* • Full Gallop Farm — Aiken, South Carolina (Horse Trials Season) • HITS Horse Shows — East Coast Show Circuits (Hunter/Jumper Series) • Southern Pines Horse Trials — Carolina Horse Park • Carolina International — Carolina Horse Park (International) • Horse Park of New Jersey — Allentown, New Jersey (Season-Long) • Tryon International — Mill Spring, North Carolina (Season-Long)



APRIL - DELAWARE ISSUE

Defender Kentucky Three Day Event + Hay, Pasture, Fencing + Pest Control

Defender Kentucky Three-Day Event presented by MARS Equestrian — Kentucky Horse Park, Lexington, Kentucky (Annual CCI5 Event)* • Maryland Hunt Cup (Timber Steeplechase) • Tryon International — Mill Spring, North Carolina (Season-Long + International) • Swan Lake Horse Shows — Swan Lake Stables, Littlestown, Pennsylvania (Hunter/Jumper Show Series) • Fair Hill International — Fair Hill, Maryland (Season) • Longleaf Pines Horse Trials — Carolina Horse Park • Mount Harmon Wicomico Hunt Point-to-Point Races — Earleville, Maryland • Commonwealth Dressage & Combined Training Association (CDCTA) Horse Trials (Series) • Horse Park of New Jersey — Allentown, New Jersey (Season-Long) • Princeton Show Jumping — Hunter Farms North, Skillman, New Jersey (Hunter/Jumper Show Series) • Loch Moy Farm — Adamstown, Maryland (Dressage & Eventing Season) • Willowdale Steeplechase — Kennett Square, Pennsylvania



MAY - NEW JERSEY ISSUE

Devon Horse Show Preview + Equine Healthcare, Nutrition + Therapy

Devon Horse Show and Country Fair — Devon, Pennsylvania (Annual Event)* • HITS Horse Shows — East Coast Show Circuits (Hunter/Jumper Series) • Mid-Atlantic Dressage Festival — Virginia Horse Center, Lexington, Virginia • Princeton Show Jumping — Hunter Farms North, Skillman, New Jersey (Hunter/Jumper Show Series) • Plantation Field Equestrian Events — Unionville, Pennsylvania (Eventing & Competition Season) • Full Moon Farm Horse Trials — Finksburg, Maryland (Horse Trials Series) • Tryon International — Mill Spring, North Carolina (Season-Long) • Virginia Horse Trials — Virginia Horse Center, Lexington, Virginia • Maryland Dressage & Combined Training Association (MDCTA) Horse Trials (Series) • Old Salem Farm — North Salem, New York (Hunter/Jumper Competition Season) • Willowdale Steeplechase — Kennett Square, Pennsylvania (Annual Event) • Plantation Field Equestrian Events — Unionville, Pennsylvania (Season) • Horse Park of New Jersey — Allentown, New Jersey (Season-Long)

Be seen by thousands of people at hundreds of events up and down the east coast -- and beyond.



JUNE/JULY - NEW YORK ISSUE

Lake Placid Preview + Barns/Stabling/Flooring

Lake Placid Horse Shows — Lake Placid, New York (Hunter/Jumper Show Series)* • Loudoun Hunt Pony Club Horse Trials — Oatlands, Leesburg, Virginia • Upperville Colt & Horse Show — Upperville, Virginia • Essex Horse Trials — Moorland Farm, Far Hills, New Jersey • HITS Horse Shows — East Coast Show Circuits (Hunter/Jumper Series) • Full Moon Farm Horse Trials — Finksburg, Maryland (Horse Trials Series) • Aiken Summer Classics I & II — Bruce's Field at Aiken Horse Park, Aiken, South Carolina (Annual Hunter/Jumper Series) • Princeton Show Jumping — Hunter Farms North, Skillman, New Jersey (Hunter/Jumper Show Series) • Tryon International — Mill Spring, North Carolina (Season-Long) • Morven Park International Equestrian Center — Leesburg, Virginia (Season-Long) • Plantation Field Equestrian Events — Unionville, Pennsylvania (Eventing & Competition Season) • VADA/Nova Summer Dressage Festival — Morven Park International Equestrian Center • Millbrook Horse Trials — Amenia, New York • Great Meadow — The Plains, Virginia (Season-Long) • Dressage at Lexington — Virginia Horse Center, Lexington, Virginia • Swan Lake Horse Shows — Swan Lake Stables, Littlestown, Pennsylvania (Hunter/Jumper Show Series) • Horse Park of New Jersey — Allentown, New Jersey (Season-Long)



AUGUST - VIRGINIA ISSUE

Real Estate Showcase + Professional Services (Architecure/Design, Equine Insurance, Attorneys, Accounting)

Princeton Show Jumping — Hunter Farms North, Skillman, New Jersey (Hunter/JumperSeries) • HITS Horse Shows — East Coast Show Circuits (Hunter/Jumper Series) • Tryon International — Mill Spring, North Carolina (Season-Long Competition) • ESP Annual Series at Wellington International — Wellington, Florida (Hunter/Jumper Series) • HITS Horse Shows — East Coast Show Circuits (Hunter/Jumper Series) • Great Meadow horse show--The Plains, Virginia (hunter, jumper, equitation) • CDCTA Horse Trials--Berryville, Virginia • Morven Park horse trials--Leesburg, Virginia • HITS Horse Shows — Chicago, Illinois (Hunter/Jumper Series) • Swan Lake Horse Shows — Swan Lake Stables, Littlestown, Pennsylvania (Hunter/Jumper Series) • Five Points Horse Trials — Carolina Horse Park (Annual Horse Trials / Series Championship) • Loch Moy Farm — Adamstown, Maryland (Dressage & Eventing Season) • Full Moon Farm Horse Trials — Finksburg, Maryland (Horse Trials Series) • Horse Park of New Jersey — Allentown, New Jersey (Season-Long) • Penn State Ag Progress Days — Pennsylvania Furnace, Pennsylvania (Annual Agricultural & Equine Event) • Full Gallop Farm--Aiken, South Carolina (horse trials) • Carolina Horse Park--Raeford, North Carolina (hunter jumper, equitation) • Virginia Summer Dressage series-Lexington, Virginia (dressage)



SEPTEMBER - PENNSYLVANIA ISSUE

Dressage at Devon Preview + Arenas + Footing, Fall Hay + Pastures

Capital Challenge Horse Show — Upper Marlboro, Maryland (Hunter/Jumper/Equitation) • Devon Fall Classic — Devon, Pennsylvania (Annual Jumper Show & Festival) • Ludwig's Corner Horse Show & Country Fair — Glenmoore, Pennsylvania • Plantation Field Equestrian Events — Unionville, Pennsylvania (Eventing & Competition

Season) • Dressage at Devon-Devon, Pennsylvania (dressage) • HITS Horse Shows — East Coast Show Circuits (Hunter/Jumper Series) • Five Points Horse Trials — Carolina Horse Park (Annual Horse Trials / Series Championship) • Great Meadow horse show--The Plains, Virginia (hunter, jumper, equitation) • Aiken Horse Shows--Aiken, South Carolina (hunter, jumper, equitiation) • Swan Lake Horse Shows — Swan Lake Stables, Littlestown, Pennsylvania (Hunter/Jumper Series) • Carolina Horse Park--Raeford, North Carolina (hunter jumper, equitation) • Horse Park of New Jersey — Allentown, New Jersey (Season-Long) • Princeton Show Jumping — Hunter Farms North, Skillman, New Jersey (Hunter/JumperSeries) • Tryon International — Mill Spring, North Carolina (Season-Long Competition) • HITS Horse Shows — Chicago, Illinois Circuits (Hunter/Jumper Series) • ESP Annual Series at Wellington International — Wellington, Florida (Hunter/Jumper Series) • Full Gallop Farm--Aiken, South Carolina (horse trials) • Loch Moy Farm — Adamstown, Maryland (Dressage & Eventing Season) • Full Moon Farm Horse Trials — Finksburg, Maryland (Horse Trials Series)



OCTOBER - MARYLAND ISSUE

Pennsylvania National Horse Show Preview + Healthcare + Nutrition, Therapy + Performance Tech

Pennsylvania National Horse Show — Harrisburg, Pennsylvania (Annual National Championship Horse Show)* • Fair Hill International — Fair Hill, Maryland (Eventing Competition Season) • Maryland Five Star (pending) • Washington International Horse Show — Upper Marlboro, Maryland (Annual International Hunter/Jumper/Equitation Show) • Morven Park International Equestrian Center — Leesburg, Virginia (Season-Long Competition Venue) • Swan Lake Horse Shows — Swan Lake Stables, Littlestown, Pennsylvania (Hunter/Jumper Show Series) • Princeton Show Jumping — Hunter Farms North, Skillman, New Jersey (Hunter/Jumper Show Series) • Tryon International — Mill Spring, North Carolina (Season-Long International Competition Venue) • ESP Annual Series at Wellington International — Wellington, Florida (Hunter/Jumper Show Series) • Full Moon Farm Horse Trials — Finksburg, Maryland (Horse Trials Series) • HITS Horse Shows — East Coast Show Circuits (Hunter/Jumper Series) • Virginia Horse Trials — Virginia Horse Center, Lexington, Virginia (Recognized Eventing Competition) • TerraNova Equestrian Center — Myakka City, Florida (Season-Long Multi-Discipline Competition Venue) • Horse Park of New Jersey — Allentown, New Jersey (Season-Long Competition Venue) • Loch Moy Farm — Adamstown, Maryland (Dressage & Eventing Season) • HITS Horse Shows — Del Mar, California Circuits (Hunter/Jumper Series) • Princeton Show Jumping — Hunter Farms North, Skillman, New Jersey (Hunter/JumperSeries) • ESP Annual Series at Wellington International — Wellington, Florida (Hunter/Jumper Series) • HITS Horse Shows — Ocala, Florida Circuits (Hunter/Jumper Series) • Virginia Dressage fall horse shows--Lexington, Virginia (dressage series) • World Equestrian Center horse shows--Ocala, Florida (hunter/jumper/equitation) • Carolina Horse Park--Raeford, North Carolina (hunter jumper, equitation) • Old Salem Horse Shows-North Salem, New York (hunter/jumper/equitation)



NOVEMBER/DECEMBER - GEORGIA ISSUE

Winter Ready + Holiday Gift Guide + Tack Shops

Pennsylvania Hunt Cup (Timber Steeplechase) • Equine Affaire — Eastern States Exposition, West Springfield, Massachusetts (Equine Exposition) • US Dressage Finals presented by Adequan® (National Dressage Championship) • HITS Horse Shows — Ocala, FloridaCircuits (Hunter/Jumper Series) • World Equestrian Center – Ocala — Ocala, Florida (Season-Long) • TerraNova Equestrian Center — Myakka City, Florida (Season-Long) • Carolina Horse Park — Raeford, North Carolina (Season-Long) • Swan Lake Horse Shows — Swan Lake Stables, Littlestown, Pennsylvania (Hunter/Jumper Show Series) • ESP Annual Series at Wellington International — Wellington, Florida (Hunter/Jumper Show Series) • Tryon International — Mill Spring, North Carolina (Season-Long Competition) • Horse Park of New Jersey — Allentown, New Jersey (Season-Long) • Standardbred Horse Sales Company Annual Sale ("The Black Book Sale") — Harrisburg, Pennsylvania • HITS Horse Shows — Del Mar, California Circuits (Hunter/Jumper Series) • ESP Annual Series at Wellington International — Wellington, Florida (Hunter/Jumper Show Series) • World Equestrian Center – Ocala — Ocala, Florida (Season-Long International Competition Venue) • TerraNova Equestrian Center — Myakka City, Florida (Season-Long Multi-Discipline Competition Venue) • Horse Park of New Jersey — Allentown, New Jersey (Season-Long Competition Venue) • Swan Lake Horse Shows — Swan Lake Stables, Littlestown, Pennsylvania (Hunter/Jumper Show Series) • Virginia Horse Center Foundation — Blue Ridge Champions Series, Lexington, Virginia (Hunter/Jumper Series) • Tryon International — Mill Spring, North Carolina (Season-Long International Competition Venue) • Loch Moy Farm — Adamstown, Maryland (Dressage & Eventing Season) • ESP Annual Series at Wellington International — Wellington, Florida (Hunter/Jumper Show Series) • Willowdale Steeplechase-Kennett Square, Pennsylvania-NSA steeplechase series • World Equestrian Center horse shows--Ocala, Florida (hunter/jumper/equitation) • Carolina Horse Park--Raeford, North Carolina (hunter jumper, equitation) • Full Moon Farm Horse Trials — Finksburg, Maryland (Horse Trials Series) • HITS Horse Shows — Ocala, Florida Circuits (Hunter/Jumper Series) • HITS Horse Shows — Del Mar, California Circuits (Hunter/Jumper Series) • World Equestrian Center – Ocala — Ocala, Florida (Season-Long) • ESP Annual Series at Wellington International — Wellington, Florida (Hunter/Jumper Show Series) • TerraNova Equestrian Center — Myakka City, Florida (Season-Long) • Carolina Horse Park — Raeford, North Carolina (Season-Long) • Swan Lake Horse Shows — Swan Lake Stables, Littlestown, Pennsylvania (Hunter/Jumper Show Series) • Virginia Horse Center Foundation — winter series- Lexington, Virginia (Hunter/Jumper Series) • Tryon International — Mill Spring, North Carolina (Season-Long Competition)

Rich feature articles that capture what interests the community, news, critical information, business profiles, and more! Plus all your favorites. Mal de mare, The Feed, Horse Country, Events Calendar, Classifieds, and more.



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