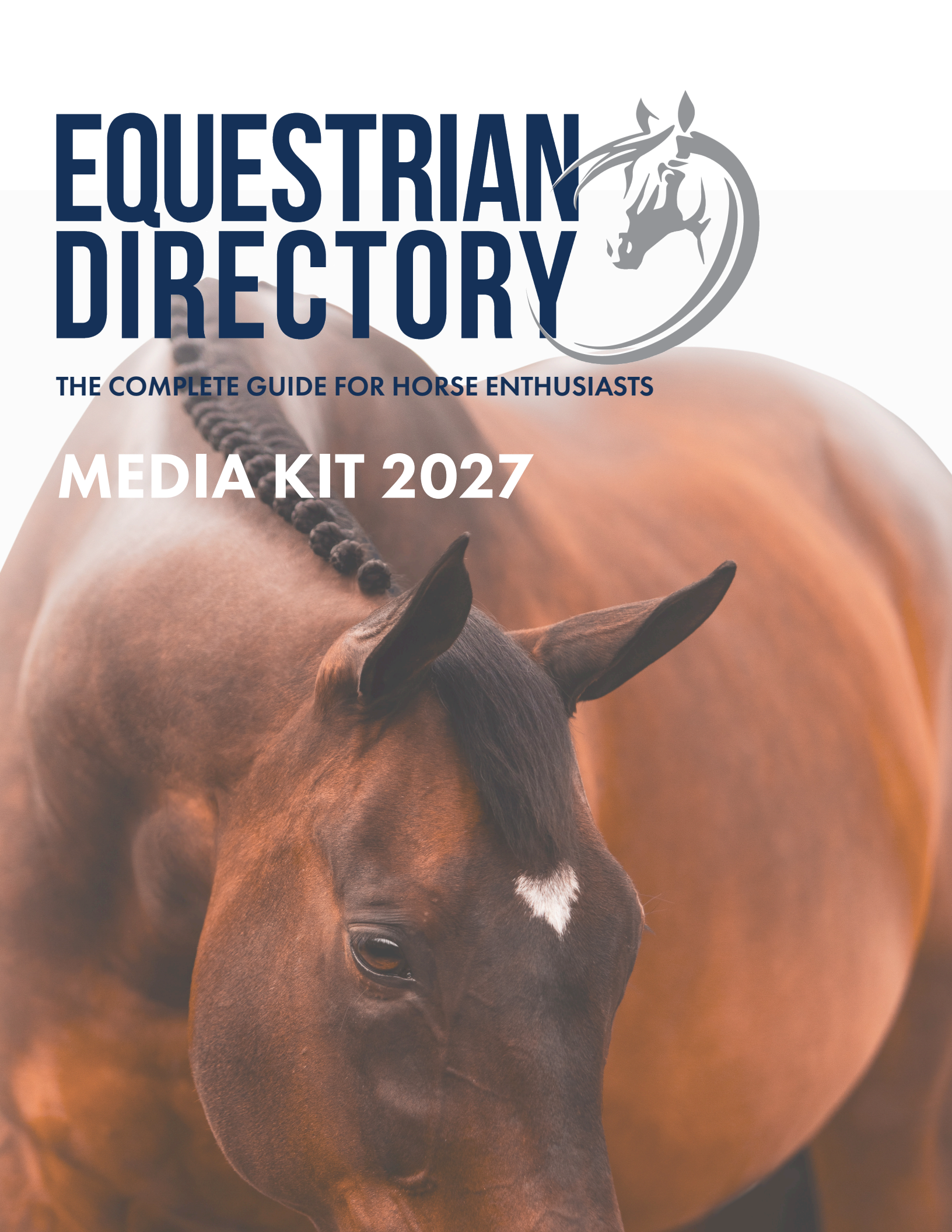
EQUESTRIAN DIRECTORY

THE COMPLETE GUIDE FOR HORSE ENTHUSIASTS

MEDIA KIT 2027



WHY ADVERTISE WITH EQUESTRIAN DIRECTORY?

Equestrian Directory is the complete guide for horse enthusiasts. It is an effective resource for owners, riders, professionals and business of all disciplines to connect within the local horse community. It features content on trending topics, the best practices and innovators in the industry.

WHY IT WORKS

- Targeted equestrian audience
- Beautifully designed print and digital magazine
- Strategic distribution in top horse states
- Strong presence at major equestrian events
- Curated content that informs, inspires, and engages readers

OUR MISSION

To connect and support the equestrian world by providing a reliable, easy-to-use resource that highlights the people, businesses, and best practices shaping every discipline. We aim to make it simple for horse owners, riders, and professionals to find trusted services, stay informed, and build meaningful connections across the industry.

WHAT OUR CUSTOMERS SAY

"Advertising with Equestrian Directory has made a real difference for my business. The team is professional, supportive, and genuinely invested in their advertisers. The magazine is beautifully produced, well-distributed, and actively promotes featured businesses."

— Sam & Kellie Rettinger, Owners of Whispery Pines Percherons

"Equestrian Directory is more than a directory. The magazine is beautifully designed, with strong editorial content and photography reaching key equestrian markets. The team is professional, responsive, and supportive, providing valuable exposure and connections."

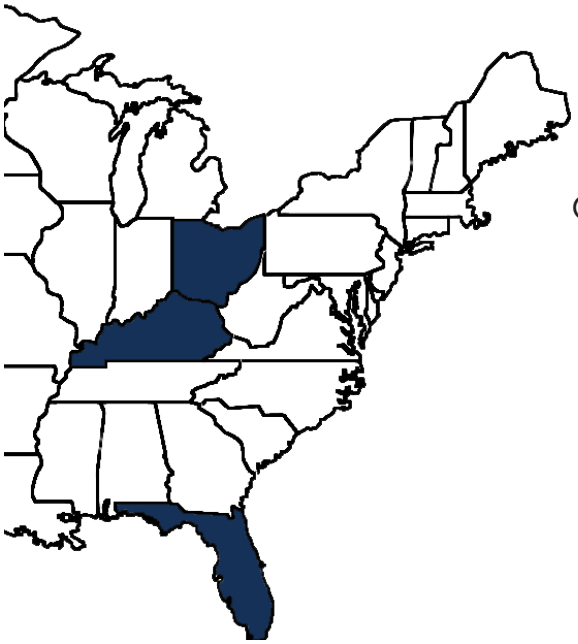
— Dot Morgan, Executive Director, New Vocations Racehorse Adoption Program

"Equestrian Directory delivers meaningful exposure through custom ad design, strong distribution, and presence at major equestrian events. They truly advocate for advertisers and understand the industry."

— Barb DiPalma, Retail Account Manager, GGT Footing

DISTRIBUTION

Equestrian Directory serves Florida - ranked 3rd, Kentucky - ranked 5th and Ohio - ranked 6th, three of the top U.S. states by total horse population.



Our readers include:

- Horse owners and riders of all disciplines
- Trainers, instructors, and barn owners
- Equine professionals and service providers
- Competitive, recreational, and lifestyle equestrians

HORSE SHOWS / EVENTS 2027

JANUARY
WINTER EQUESTRIAN FESTIVAL
Wellington, FL

HITS POST TIME PREMIER II
Post Time Farm, Ocala, FL

FEBRUARY
ALL FOR THE HORSES EXPO
World Equestrian Center - Ocala, FL

TERRANOVA EQUESTRIAN CENTER
Winter Series - Myakka City, FL

MARCH
WORLD EQUESTRIAN CENTER
Wilmington, OH

ROAD TO THE HORSE
Kentucky Horse Park - Lexington, KY

APRIL
EQUINE AFFAIRE
Ohio Expo Center - Columbus, OH

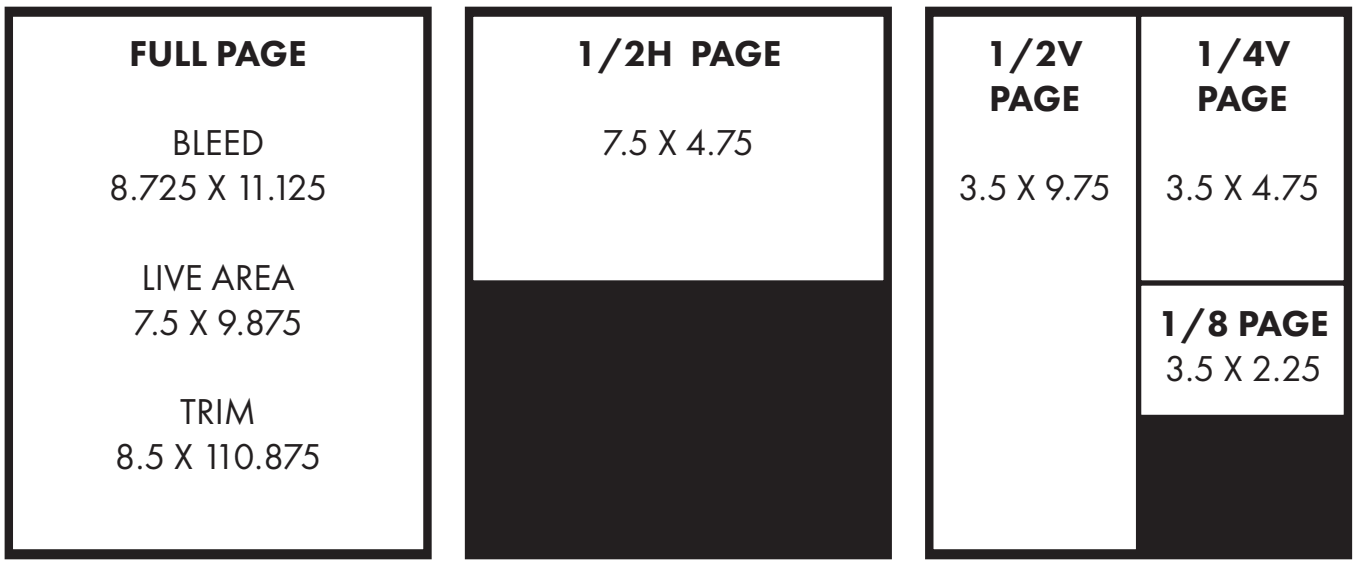
KENTUCKY THREE-DAY EVENT
Kentucky Horse Park - Lexington, KY

JULY
CHAGRIN HUNTER JUMPER CLASSIC
Chagrin Valley Farms - Chagrin Falls, OH

OCTOBER
ILHA LIBERTY FESTIVAL
Kentucky Horse Park - Lexington, KY

RETIRED RACEHORSE PROJECT
Kentucky Horse Park - Lexington, KY

DISPLAY AD SIZES & RATES



AD TYPE	SIZE	COST
Back Cover (Full Page)	7.5 X 9.875	$1,675
Inside Front (Full Page)	7.5 X 9.875	$1,600
Inside Back (Full Page)	7.5 X 9.875	$1,500
Full Page	7.5 X 9.875	$1,125
1/2 Page - Horizontal	7.5 X 4.75	$725
1/2 Page - Vertical	3.5 X 9.75	$725
1/4 Page	3.5 X 4.75	$500
1/8 Page	3.5 X 2.25	$375

ALL ADS MUST BE RESERVED BY NOVEMBER 1, 2026
AD MATERIALS SUBMITTED BY NOVEMBER 15, 2026

* Save when you book multiple issues, maximize your exposure and your budget

Accepted file formats: PSD, PDF, JPG, TIF at 300 dpi
Camera ready ads must be submitted at correct size
Reworked or resized ads may affect font or layout integrity
PowerPoint, Word, Microsoft Paint or Publisher files not accepted

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