



User Demographics

Female	87.7%
Male	12.3%
18-44 years	15.8%
45-54 years	21.6%
55-64 years	37.8%
65 years or older	23.6%
Average annual income	\$104,000
College degree or higher	69.7%
Own, lease, or manage horses	94.3%
Average horses owned	4
Own a senior horse	52.1%
Responsible for horse care	86.2%
Keep horses at home	67.5%
Involved in the industry 20+ years	67.6%
Actively competing	38.6%
Plan to breed in the next year	13.7%

TheHorse.com is the official website for *The Horse: Your Guide To Equine Health Care*. From news articles to multimedia presentations, information at TheHorse.com is trusted by an average of more than 597,500 horse owners each month.

Disciplines of Interest

Trail Riding	58.3%
Dressage	29.9%
Natural Horsemanship	22.8%
Hunter/Jumper	16.4%
Western Pleasure	15.5%
Eventing	8.2%
Barrel Racing	5.5%
Endurance	5.5%
Reining	4.8%
Other	19.5%

Planned Purchases for the Next 12 Months:

Dewormers	81.4%
Pest control products	72.5%
Pharmaceuticals and vaccines	62.1%
Hoof care products	49.2%
Barn or arena building materials	36.9%
Tack, saddlery, and equipment	35.6%
Blankets, sheets, and coolers	34.3%
Equine insurance	17.4%
Farm equipment	14.6%

"Sweet PDZ advertises on TheHorse.com to keep the traffic flowing to our website. We get great results from the Equinomical Shopper, floating banners, and run of e-newsletter ads and I'm happy with the great support I receive from their staff."

Tom Menner, PDZ Company

2021 Web Traffic

Pageviews	1,085,580
Visits	811,411
Unique Visitors	597,770

January-April 2021 average

"Very well done! I appreciated the scientific perspective as well as experiences and tips for active horse people from a practical perspective (i.e., the bit checks, community hoses, etc., stuff we can pass on to our clients or newcomers). I will be back and share topics available with all my clients, staff, trainers, etc. Thank you!"

Ask *The Horse* Live Listener Comment