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 665,000 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%

**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%

**2020 Web Traffic**

- Pageviews: 1,058,201
- Visits: 940,959
- Unique Visitors: 665,463

**January-June 2020 average**

"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 enewsletter ads and I’m happy with the great support I receive from their staff."

Tom Menner, PDZ Company

"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

Yvonne Long  ylong@thehorse.com  859.276.6701

theHORSE  2365 Harrodsburg Rd., #A200, Lexington, KY 40504