

the HORSE

YOUR GUIDE TO EQUINE HEALTH CARE

A DEMOGRAPHIC STUDY OF PEOPLE
PASSIONATE ABOUT HORSES

An All-Breed, All-Discipline, Monthly Publication

Our mission at *The Horse* is to disseminate the latest and most reliable news and information on the health, care, management, and welfare of equids. We provide health information pertaining to horses of all breeds and disciplines as well as offer cutting-edge knowledge to veterinarians, owners, and managers who care for horses.

Our editors and writers, who have strong backgrounds in equine science and management, craft timely articles on important horse health topics, drawing information from researchers, veterinarians in the field, and other equine professionals.

The Horse is not a journal of record to report research findings. Instead, our publication features practical articles that are edited to interpret complex issues. The publication bridges the gap from the research laboratory to the barn, helping horse owners sort valuable new information from gimmicks and fads.

The Horse editorial team is backed by an authoritative board of respected AAEP veterinary advisors who review articles for accuracy and provide valuable industry insight.

The Horse is concerned with all aspects of equine health, care, management, and welfare, and we write for hands-on horse owners, trainers, riders, breeders, and barn managers who want to know more about taking the best care of their horses.



Demographics/ Reader Habits

Seventy minutes. That's how long the average subscriber of *The Horse* spends reading each issue. And nearly 89% of subscribers share their copies of *The Horse* with up to 4 friends or coworkers. Advertisers know that with most magazines their ads are seen only for a few moments and then the magazine is discarded. *The Horse* is the exception to that rule.

Subscriber Demographics*

Female	85.1%
Male	14.1%
18-44 years	10.1%
45-54 years	13%
55-64 years	33.6%
65 years or older	43.3%
Household net worth over \$500,000	48.8%
Involved in industry more than 15 years	78.9%
Own, lease, or manage horses	93.6%
Own a senior horse	73.9%
Time spent reading a typical issue	70 minutes

Responded to an
Advertisement

70+%
of subscribers to
The Horse have
responded to ads

Consider Ads
Very Helpful

69+%
of subscribers to
The Horse find ads very
useful when looking for
the latest products

AUDIENCEDPROFILE

A DEMOGRAPHIC STUDY OF PEOPLE PASSIONATE ABOUT HORSES*

Involvement in the Equine Industry

Competition Activities

Percentage of readers who compete on a:

Local Level	29%
State or Regional Level	19.1%
National or International Level	8%

Veterinarian & Vet Tech Subscribers

Percentage of vet, vet tech, & vet student readers who:*

Purchased or sought more information on an advertised product	62%
Had past purchasing decision affected by the ads and content	70%
Vet, vet tech, & vet student magazine reach	over 8,000 subscribers

Hands-On Horse Care

Readers are directly involved with their horses:

Average number of horses owned	4+
Average number of horses managed	5+
Directly responsible for horse care	85.4%
Keep horses on property owned/leased	67%

AAEP Media Partner



The AAEP Educational and Media Partners are an esteemed group of industry-leading corporations dedicated to providing resources and education, through the AAEP, to veterinarians and horse owners to improve the health and welfare of the horse.

The Horse is honored to be one of only two media partners and a part of the AAEP's owner-education initiative.

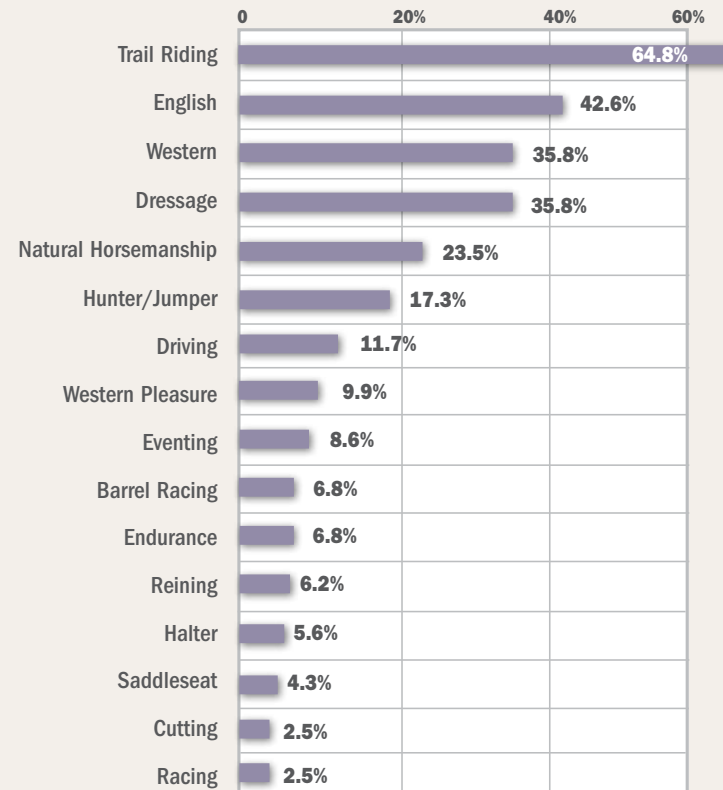
In addition, an Editorial Advisory Board of respected AAEP members reviews content for accuracy and provides valuable industry insight.



"The Horse is the first member of the media to become an Educational Partner, and we are very excited about taking our long-standing relationship to a new level. The staff of The Horse has always shown a commitment to the health and welfare of the horse and the education of the owner, which is a mission consistent with our own."

DAVID L. FOLEY, AAEP Executive Director

Disciplines Subscribers Actively Participate In



Additional Media Partners

- British Equine Veterinary Association (BEVA)
- World Equine Veterinary Association (WEVA)
- American Association of Equine Veterinary Technicians (AAEVT)
- American Association of Professional Farriers (AAPF)
- Thoroughbred Owners and Breeders Association (TOBA)
- Kentucky Thoroughbred Farm Managers' Club (KTFMC)
- Oregon Dressage Society (ODS)



AUDIENCEPROFILE

A DEMOGRAPHIC STUDY OF PEOPLE PASSIONATE ABOUT HORSES*

Equine Health Care

Biggest Equine Health Concerns

Arthritis/Degenerative Joint Disease	49.8%
Nutrition/Maintaining Body Condition	47.8%
Colic	43%
Older Horse Care	42.2%
Laminitis	39.4%
Welfare	27.7%
Disease Prevention/Biosecurity	20.5%
PPID (Equine Cushing's Disease)	18.1%
Respiratory Issues	9.6%

Ages of Subscribers' Horses

Foals	10.3%
Young Horses	25.2%
Adult Horses	78.2%
Senior Horses	73.9%

Magazine Reach

41%

of subscribers share with 3 OR MORE friends

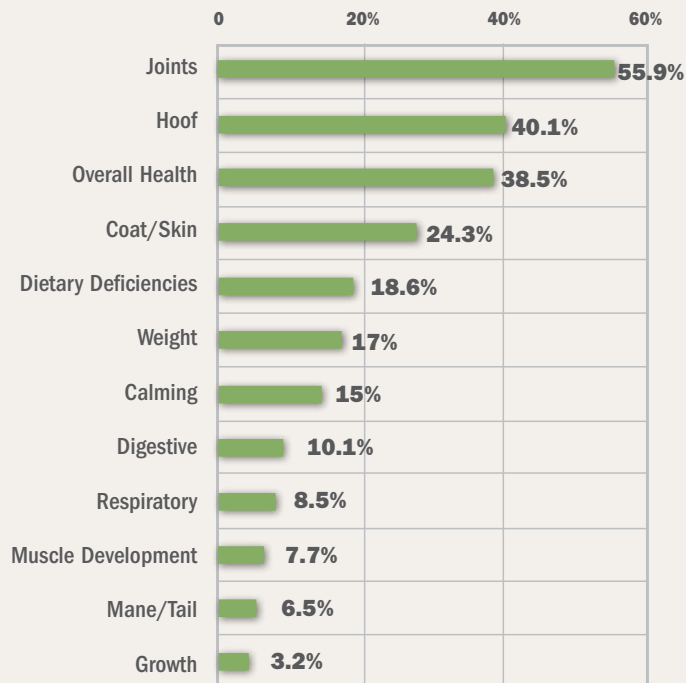
29.9%

of subscribers share with 2 friends

27.6%

of subscribers share with 1 friend

Supplements Used for Improving Health and Appearance



Breeding

17.3%

of subscribers are breeders

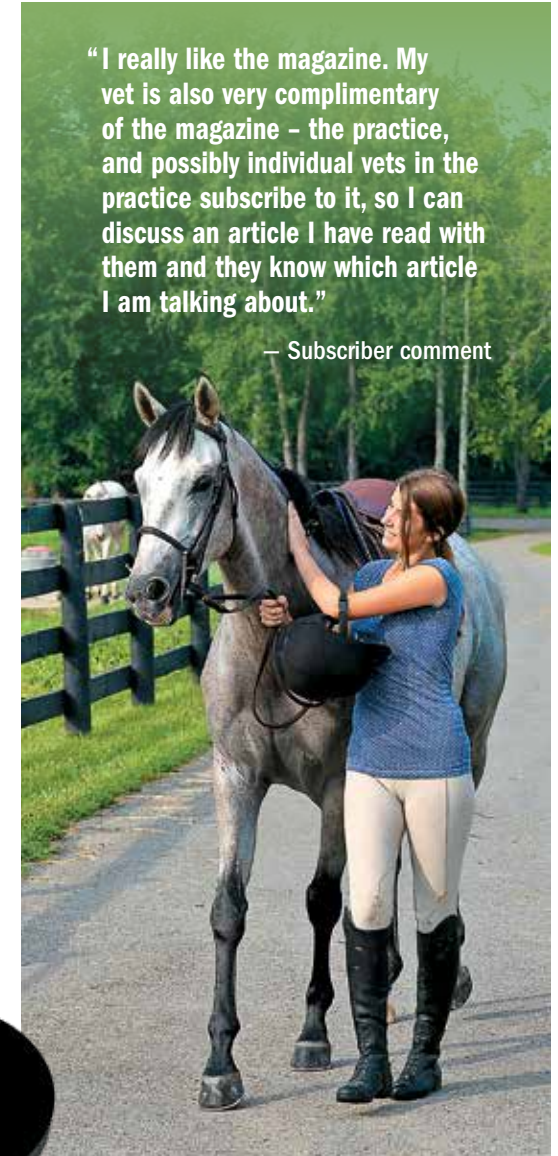
Subscribers Who Care for Their Own Horses

NO
14.6%

YES
85.4%

"I really like the magazine. My vet is also very complimentary of the magazine - the practice, and possibly individual vets in the practice subscribe to it, so I can discuss an article I have read with them and they know which article I am talking about."

— Subscriber comment



AUDIENCEDPROFILE

A DEMOGRAPHIC STUDY OF PEOPLE PASSIONATE ABOUT HORSES*

Purchasing Power

Other Animals Owned

Percentage of Subscribers Who Own	
Dogs	83.1%
Cats	70.0%
Livestock	16.6%

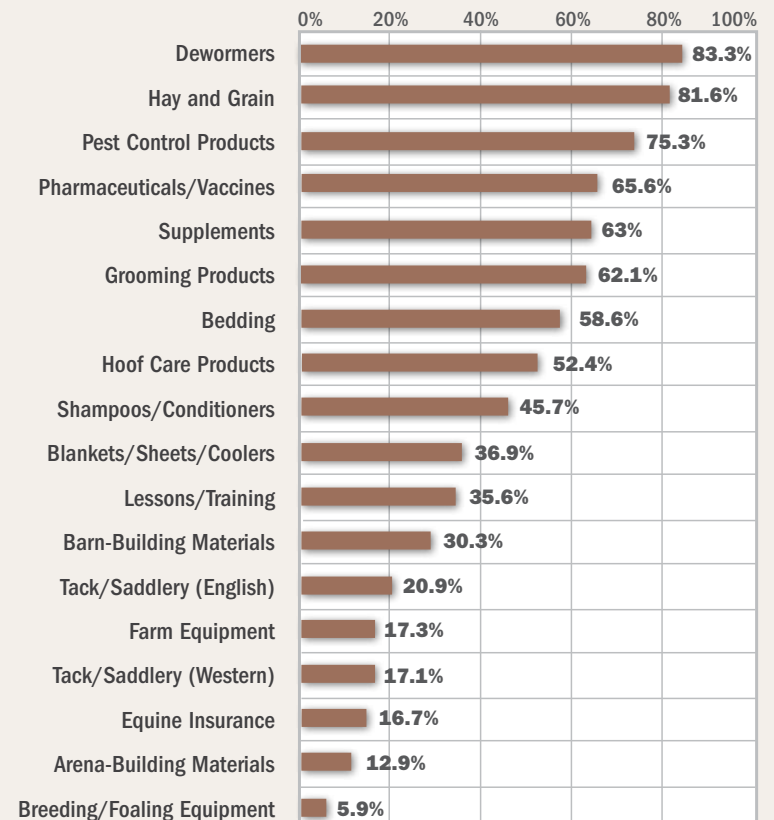


Feeding Practices
87%
of subscribers to *The Horse* feed their horses commercial feed products.

“I have chosen some courses of therapy for my horses that I might not have know about had it not been for your magazine ... my animals are near and dear to my heart and I strive to provide them with the best possible care ... articles in your magazine have been especially helpful to me and several of our friends ... keep up the great work ... I'll be a reader for life!”

Subscriber comment

Products Subscribers Are Planning to Purchase in the Next 12 Months



*based on August 2019 survey