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.

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 then the magazine is discarded. The Horse is the exception to that rule.

Subscriber Demographics*

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>85.1%</td>
</tr>
<tr>
<td>Male</td>
<td>14.1%</td>
</tr>
<tr>
<td>18-44 years</td>
<td>10.1%</td>
</tr>
<tr>
<td>45-54 years</td>
<td>13%</td>
</tr>
<tr>
<td>55-64 years</td>
<td>33.6%</td>
</tr>
<tr>
<td>65 years or older</td>
<td>43.3%</td>
</tr>
<tr>
<td>Household net worth over $500,000</td>
<td>48.8%</td>
</tr>
<tr>
<td>Involved in industry more than 15 years</td>
<td>78.9%</td>
</tr>
<tr>
<td>Own, lease, or manage horses</td>
<td>93.6%</td>
</tr>
<tr>
<td>Own a senior horse</td>
<td>73.9%</td>
</tr>
<tr>
<td>Time spent reading a typical issue</td>
<td>70 minutes</td>
</tr>
<tr>
<td>Own dogs</td>
<td>83.1%</td>
</tr>
<tr>
<td>Own cats</td>
<td>70.0%</td>
</tr>
<tr>
<td>Own livestock</td>
<td>16.6%</td>
</tr>
</tbody>
</table>

Biggest Equine Health Concerns of Veterinarian & Vet Tech Subscribers*

- Arthritis/Degenerative Joint Disease
- Breeding
- Colic
- Disease Prevention/Biosecurity
- Laminitis
- Nutrition/Maintaining Body Condition
- Older Horse Care
- Pituitary Pars Intermedia Dysfunction (Equine Cushing's Disease)
- Respiratory Issues (Heaves, Exercise Induced Pulmonary Hemorrhage, Roaring)
- Welfare

* based on August 2019 survey

Vet, Vet Tech, & Vet Student Magazine Reach

OVER 8,000 subscribers

Veterinarians & Vet Techs Influenced by The Horse*

- 62% have purchased or sought more information on an advertised product
- 70% had past purchasing decision affected by the ads and content

Magazine Reach

- 41% of subscribers share with 3 OR MORE People
- 29.9% of subscribers share with 2 People
- 27.6% of subscribers share with 1 Person

* based on August 2019 survey
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.

All AAEP members receive our magazine! In addition, an Editorial Advisory Board of respected AAEP members reviews content for accuracy and provides valuable industry insight. The Horse is highly respected with veterinarians.

**Adv.ers include:**
- Computer Hardware/Software
- Dental
- Endoscopes
- General Equine Care
- Hoofcare
- Insurance/Financial
- Laboratory or Diagnostic Services/Equipment
- Magnetic Therapy/Lasers
- Mobile/Portable Veterinary Units
- Nutritional Feeds/Supplements
- Pharmaceutical
- Reproductive
- Surgical Equipment/Instruments
- Ultrasound/X-Ray Equipment

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"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

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**VET AUDIENCE OPPORTUNITIES WITH**

- 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)

*based on August 2019 survey*