

*the***HORSE**
YOUR GUIDE TO EQUINE HEALTH CARE

A DEMOGRAPHIC STUDY OF PEOPLE
PASSIONATE ABOUT HORSES

An All-Breed, All-Discipline, Monthly Publication



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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.

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

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*

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
Own dogs	83.1%
Own cats	70.0%
Own livestock	16.6%

AUDIENCEPROFILE

A DEMOGRAPHIC STUDY OF PEOPLE PASSIONATE ABOUT HORSES*



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.

Advertisers 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

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.

VET AUDIENCE OPPORTUNITIES WITH *theHORSE.com* YOUR GUIDE TO EQUINE HEALTH CARE

[Click to View *The Horse* Editorial Calendar](#)

[Click to View Digital Vet Opportunities](#)

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)



"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

*based on August 2019 survey