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

### Subscriber Demographics*

<table>
<thead>
<tr>
<th>Category</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>

* based on August 2019 survey

### 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

### 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
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

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**VET AUDIENCE OPPORTUNITIES WITH**

- Click to view Vet ecards and Vet enewsletters
- Click to view Native Article package with Vet enewsletter

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**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)

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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

*based on August 2019 survey*