

10 REASONS TO CHOOSE THE HORSE

1 DEMOGRAPHICS

Horse of Delaware Valley readers have an average household income of **\$90,000** and own an average of **3.15** horses per household. **63%** have attended an equestrian event in the past year. **71%** of readers are female. **53%** of readers are between the age of 35 to 54.

3 COMPETITIVE LEADER

The Horse has **almost twice as many** home delivery subscribers in its market as Equus, Practical Horseman and The Chronicle, according to the Audit Bureau of Circulations (ABC). Although active as horse enthusiasts through ownership, showing, breeding or as a spectator, only **one third** of Horse readers subscribe to any of the national equine publications. **73% DO NOT** read Equus; **77% DO NOT** read The Chronicle; **63% DO NOT** read Practical Horseman.

5 READERS HAVE MONEY AND ARE READY TO SPEND

Median household income of Horse readers is **\$90,000**. **13%** earn more than **\$150,000**. **Half** of Horse readers say they plan to buy tack or other equipment in the next 12 months; **35%** plan to install or repair fencing; **20%** plan to buy a horse; **16%** will build or renovate a barn; **12%** will breed a mare or stallion; **9%** will buy a farm or other horse-related property.

7 MARKET LEADER

IN PAID CLASSIFIED ADS

There is no better gauge of readership than the volume of paid classified ads. The Horse has been the market leader in this category for more than two decades and its classified columns continue to grow.

8 HIGH READERSHIP OF ADS

84% of readers look at display ads. **82%** read the Classifieds. **45%** have made a purchase after seeing a display ad; **33%** after seeing a classified.

9 TWO DECADES OF SERVICE

The Horse of Delaware Valley was founded in **1980** and is the **oldest** as well as the **largest** of any equine periodical published in the market.

2 UNMATCHED READER INTEREST & LOYALTY

Readers of The Horse subscribe to 35 equine publications. But **61%** say The Horse is the **MOST** important to them. The Chronicle of The Horse ranked second in importance with **8%**. A stunning **81%** of Horse subscribers read all four of the most recent issues. **94%** read half or more of the last four issues. **Only half** of the readers of Equus, Practical Horseman and The Chronicle read more than two of the last four issues of those publications even though they paid much higher annual subscription fees.

4 HORSE OWNERSHIP

Readers own more than **38,000** horses. Thoroughbreds are the most popular breed followed by quarter horses and then warmbloods.

6 PROVABLE CIRCULATION

DELIVERABLE BY DIRECT MAIL

The Horse of Delaware Valley is published 12 times a year with an average monthly distribution of **24,000**. More than **18,500** copies are delivered by mail direct to subscribers with the rest distributed through tack shops, feed stores and at shows and events. Our mailing list and postal receipts are available for verification of distribution at any time.

10 IT WORKS!

89% of those planning to purchase tack in the next 12 months say The Horse will be helpful in making their decision. Of those who plan to buy a horse, **86%** will rely on The

Horse. For real estate purchase, **70%** will use The Horse; for those seeking a camp or college, **62%**; for those building or renovating a barn, **69%**; repairing or installing fence, **67%**; choosing a stallion to breed to, **61%**.