



**2017  
MEDIA KIT**

**Print  
& Web**



# 2017 Advertising Sizes

*Effective 1/1/17 thru 12/31/17*

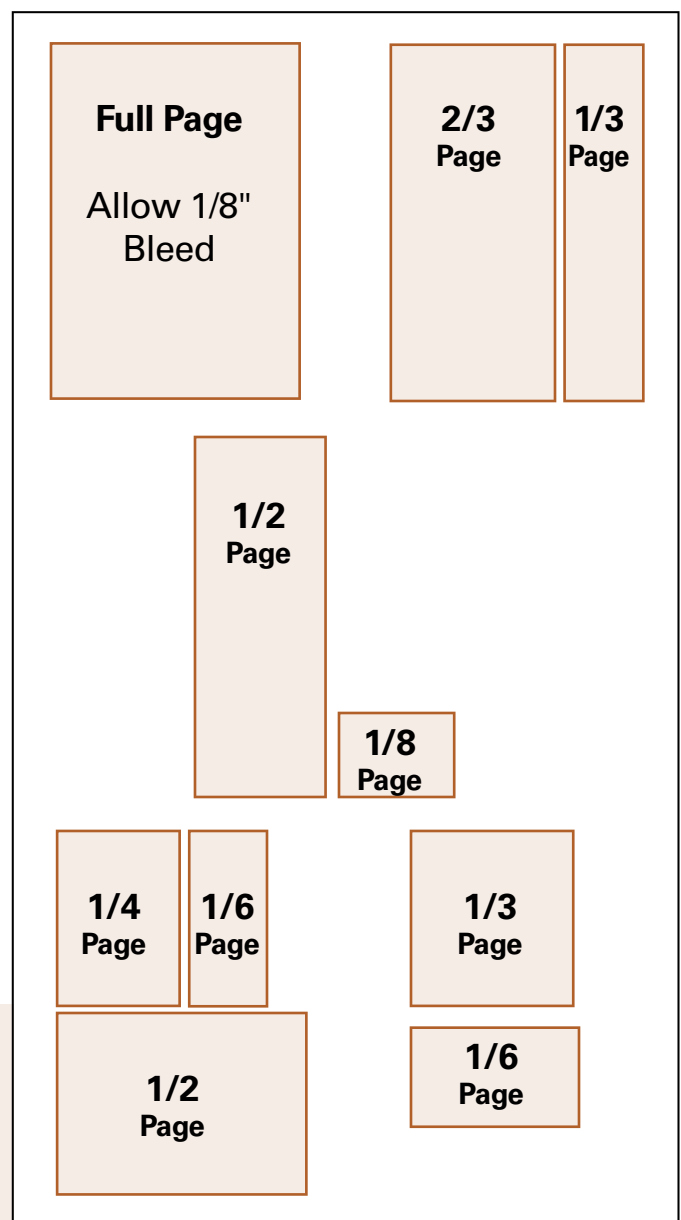
## Ad Size                      Width x    Height

### PREMIUM:

INSIDE FRONT COVER	8.5" x	11"
INSIDE BACK COVER	8.5" x	11"
BACK COVER	8.5" x	11"

### INTERIOR:

FULL PAGE W/ BLEED	8.5 x	11
	(TRIM SIZE 8.5" x 11")	
2/3	4.75" x	10"
1/2 V	3.5" x	10"
1/2 H	7.5" x	4.75"
1/3 V (1COL)	2.375" x	9.75"
1/3 H (SQUARE)	4.75" x	4.75"
1/4	3.75" x	4.75"
1/6 V	2.375" x	4.75"
1/6 H	4.75" x	2.375"
1/8	3.5" x	2.375"



*Every advertising campaign is unique, so remember that one size does not fit all. You can't go wrong with any ad size, as they each have pros and cons. Keeping your campaign goals in mind will help you determine which banner ad size is best for your particular campaign.*

*E-mail or call to advertise today!*

info@horsebitmagazine.com | 315-697-9010 | P.O. Box 388 | Canastota, New York | 13032

# 2017 Advertising Rates

Effective 1/1/17 thru 12/31/17

Prices reflect advertising in Horse Bits for 1 month (1x) or 3 months (3X).

Receive a 10% discount if you run advertisement the same size for 3 consecutive months.

Ad Size	1x	3x	1x	3x
	4 COLOR		BLACK & WHITE	
<b>PREMIUM:</b>				
Inside Front Cover	\$400			
Inside Back Cover	\$400			
Back Cover	\$500			
<b>INTERIOR:</b>				
Full Page	\$300	\$270	\$150	\$135
2/3	\$220	\$198	\$110	\$99
1/2 V	\$170	\$153	\$90	\$81
1/2 H	\$170	\$153	\$90	\$81
1/3 V(1col)	\$140	\$126	\$70	\$63
1/3 H(square)	\$140	\$126	\$70	\$63
1/4	\$120	\$108	\$60	\$54
1/6 H	\$80	\$72	\$40	\$36
1/8	\$80	\$72	\$40	\$36



Reach customers in very personal ways.

Use HorseBits Magazine to reach your target audience in a meaningful way. Magazine readers reach the affluent, those with disposable income to buy advertised brands. Consumers value magazine advertising, reading it almost as much as the editorial itself. Ads keep working 24/7, they provide a lasting, durable message with time to study a brand's benefits. Consumers clip and save magazine ads for future reference. Magazines are where consumers go for ideas and inspiration. That's why magazine ads are leading influencers, driving readers to advertiser websites and to start a search.

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# 2017 Digital Advertising Rates

Effective 12/1/16 thru 12/31/17

Right Column  
Sky Scraper  
350 x 500

Horsebitmagazine.com has been a welcome online visit for our loyal subscribers and new users. Up to date calendar of events and news that is current, supplement the readers experience on a daily basis. With a circulation of 1800 and growing. Horsebits Magazine continues to be the leader in everything Horse for Central New York, South to Binghamton, West to Rochester and north to Watertown.

2/3 Width Banner Ad  
742 x 175

Right Column Block  
350 x 175

Full Banner  
1200 x 175

Description	Monthly	Quarter
350x175 Right Column Block	\$50	\$140
350x500 Sky Scraper	\$125	\$425
742x175 2/3 Width Banner	\$150	\$450
175x1200 Full Banner	\$175	\$510

## DEMOGRAPHICS

Equestrian competitors and fans constitute an ideal market for high quality products and services. As a group they are well educated, have ample disposable income and the time to use it in pursuit of their passions. Other factors, including age and profession, make them a perfect target audience for corporations seeking an upscale market. Research compiled from USEF offers these indicators of the buying power and influence held by horse sport enthusiasts

- 85% are women • 63% are married • A majority are between 34-54 years of age
- 66% have a college degree or better • 56% are employed full-time
- 80% make or directly influence purchasing decisions at work • 38% have a net worth over \$500,000
- Nearly half have an annual income greater than \$100,000 • 59% Have horses at home
- 74% Say they can't imagine life without their horse(s) • 80% Have their horses on supplement
- 75% Use Herbs • 77% Prefer to use natural gentle and/or non-toxic treatments
- 40% live on a farm; 66% of those are ten acres or more • 63% have traded stocks, bonds or mutual funds in the last year
- The market value of the average home is \$594,000. 22% own two or more homes.
- On average, they spend 30 nights per year in a hotel and rent a vehicle four times per year.
- They own three vehicles; 53% own a pick-up truck
- 94% own a pet besides a horse or pony. Average number of cats owned is two and average number of dogs owned is two.

Equestrian enthusiasts are highly active and mobile. Forty-three percent take more than 16 airline trips a year. Over half have purchased a new automobile within the last year and 97.3% hold more than one credit card account. \*

\* Source: United States Equestrian Federation

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