



COMPETITION



CONVERSATION



COMMUNITY

THE CHRONICLE of the **HORSE**
America's leading resource for sport horse news since 1937.

2022 MEDIA KIT

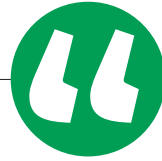
Hundreds of advertisers each year choose the Chronicle to market their products, services, properties, horses and more!



“Blue Bridle Insurance Agency has been an advertiser in The Chronicle of the Horse for many years. Our stats support the fact that this publication is a **great source of new business** for our agency.

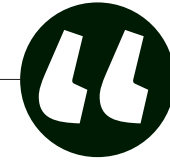
That says a lot for the popularity of the COTH!”

- JOAN BOOTH



“At the heart of Shires Equestrian is the goal of making riding accessible to everyone, and this is why we choose to partner with COTH when promoting our brand. **We feel confident that we are reaching our intended audience**, from grass-roots amateurs through professionals competing at the highest levels. The additional exposure we have gained by partnering with COTH has been vital to our brand recognition here in the United States.”

- KORIE BOISSONEAU



“Working with COTH has been an amazing process as an advertising agency. Being able to have so many tools at your disposal and only having to deal with one individual has been a real time saver. Whether we are promoting our horse show or footing clients, **COTH has delivered real results** including realistic CTR and point to point tracking.”

- MICHAEL CRUCIOTTI



“The most important horse magazine in the nation.”

- DAVID O'CONNOR
Former USEF President
2000 Olympic Gold Medalist Individual Eventing

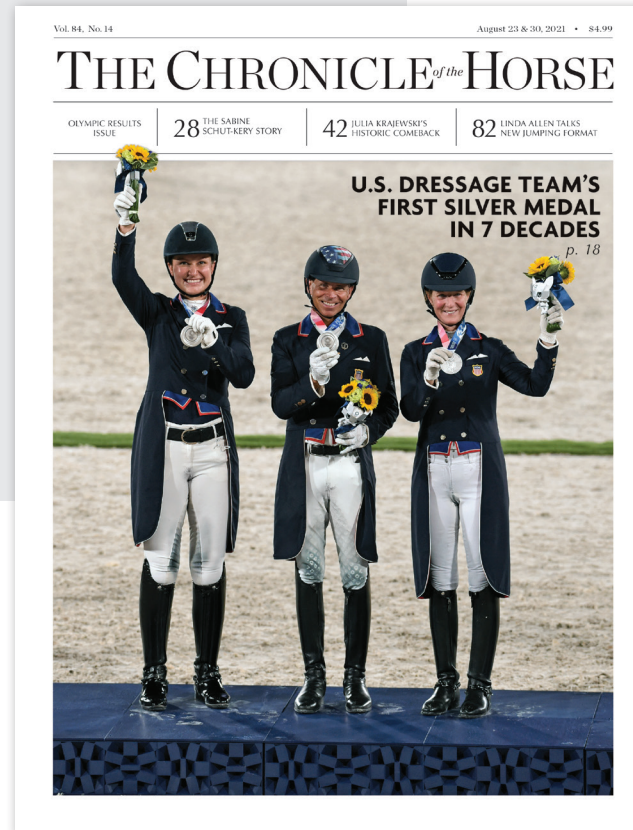


“An iconic, important magazine with integrity.”

- NICOLE SHAHINIAN-SIMPSON
ASPCA Maclay and USEF Medal Final Champion and World Equestrian Games and World Cup Final competitor

The Chronicle Of The Horse

- Published 18 times annually
- News, national and international competition coverage, analysis, personalities, in-depth features and opinions, stunning photography and much more
- Winner of multiple American Horse Publication Excellence in Journalism awards every year



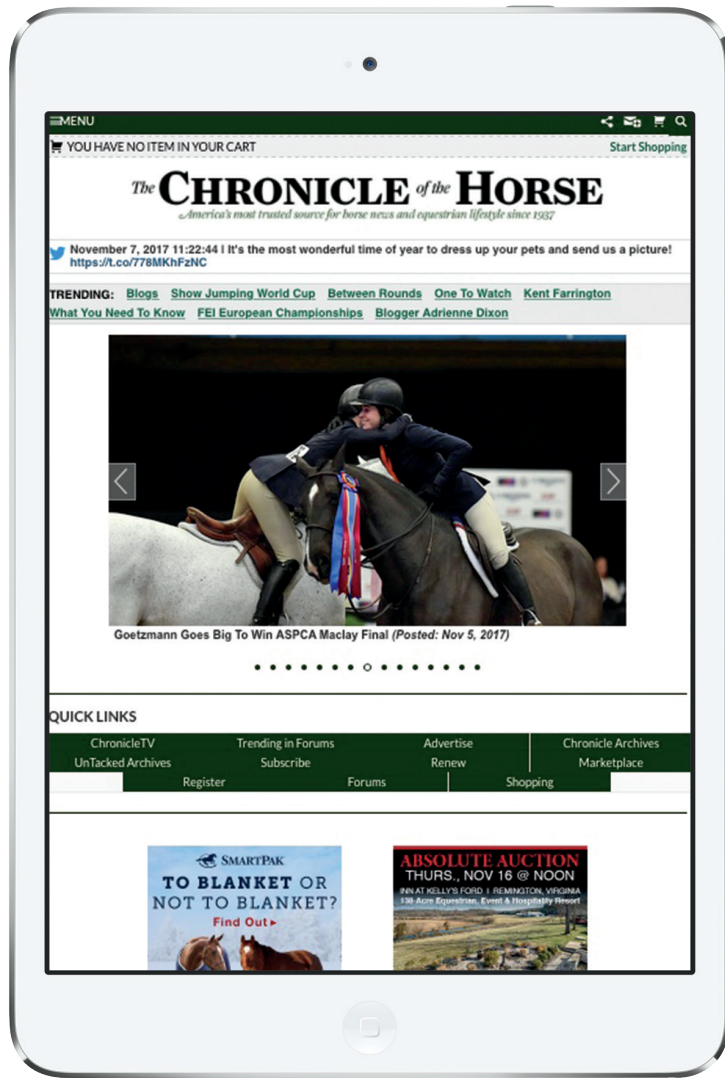
Untacked

- Published quarterly
- Personalities, travel, history, fashion, technology, lifestyle, stunning photography and more
- Included with a Chronicle subscription
- Winner of multiple American Horse Publication Excellence in Journalism awards every year

The Chronicle of the Horse, with a paid print circulation and digital magazine distribution to over **23,000**, reaches approximately **50,000*** of the most affluent, educated buyers and influencers in America.

**Chronicle subscribers share their print issues with an average of 2.1 others.*

- Accelara Research



COTH.com

8 million

unique users

670,000+

unique users
each month

5.12 million

page views each
month

4:05

average visit duration

3 pages+

per visit

Social Media

400,000

Facebook followers

98,000

Instagram followers

40,000

Twitter followers



Email Newsletter

Over 100,000

Subscribers to **Tuesday**
weekly newsletter

7,500+

subscribers and
opt-in equine
industry and retailer
recipients receive
digital editions of
the Chronicle and
Untacked with an
average "**Issue Is
Ready**" open rate of

35%

COTH.com is the **#1 widest-reaching English Equestrian Website** in America.

*Alexa Rankings

Buying Habits

Sought more information on a product:

79.4%

PRINT READERS

85%

DIGITAL AUDIENCE

Purchased an advertised product:

42%

PRINT READERS

33%

DIGITAL AUDIENCE

Print Demographics

50.6

AVERAGE AGE

\$173,200

AVERAGE HHI

\$1,296,000

AVERAGE HH NET WORTH

Affluence

19.4%

HHI

OVER \$350,000

23.7%

HH NET WORTH

OVER \$1,500,000

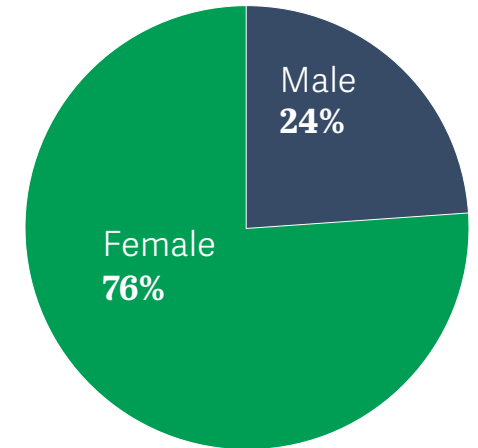
10.1%

HH NET WORTH OVER \$3,000,000

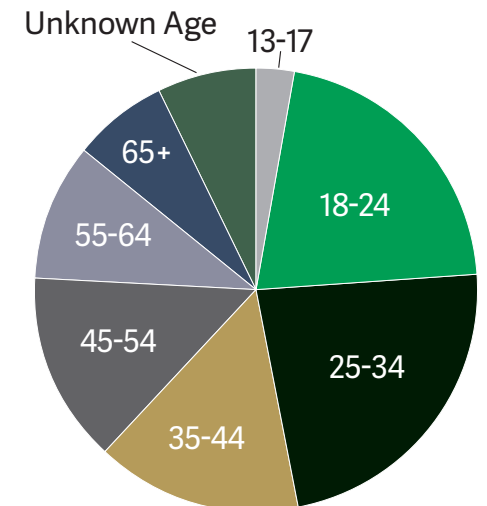


Social Media Demographics

GENDER



AGE





Riding Level

91.3%

ACTIVE RIDERS

78.9%

RODE IN COMPETITION
LAST YEAR

8.2

AVERAGE TIMES
COMPETED ANNUALLY

Horse Ownership

3.17

AVERAGE NUMBER OF
HORSES OWNED

84.7%

READERS OWNING ONE
OR MORE HORSES

Discipline

46.6% HUNTERS

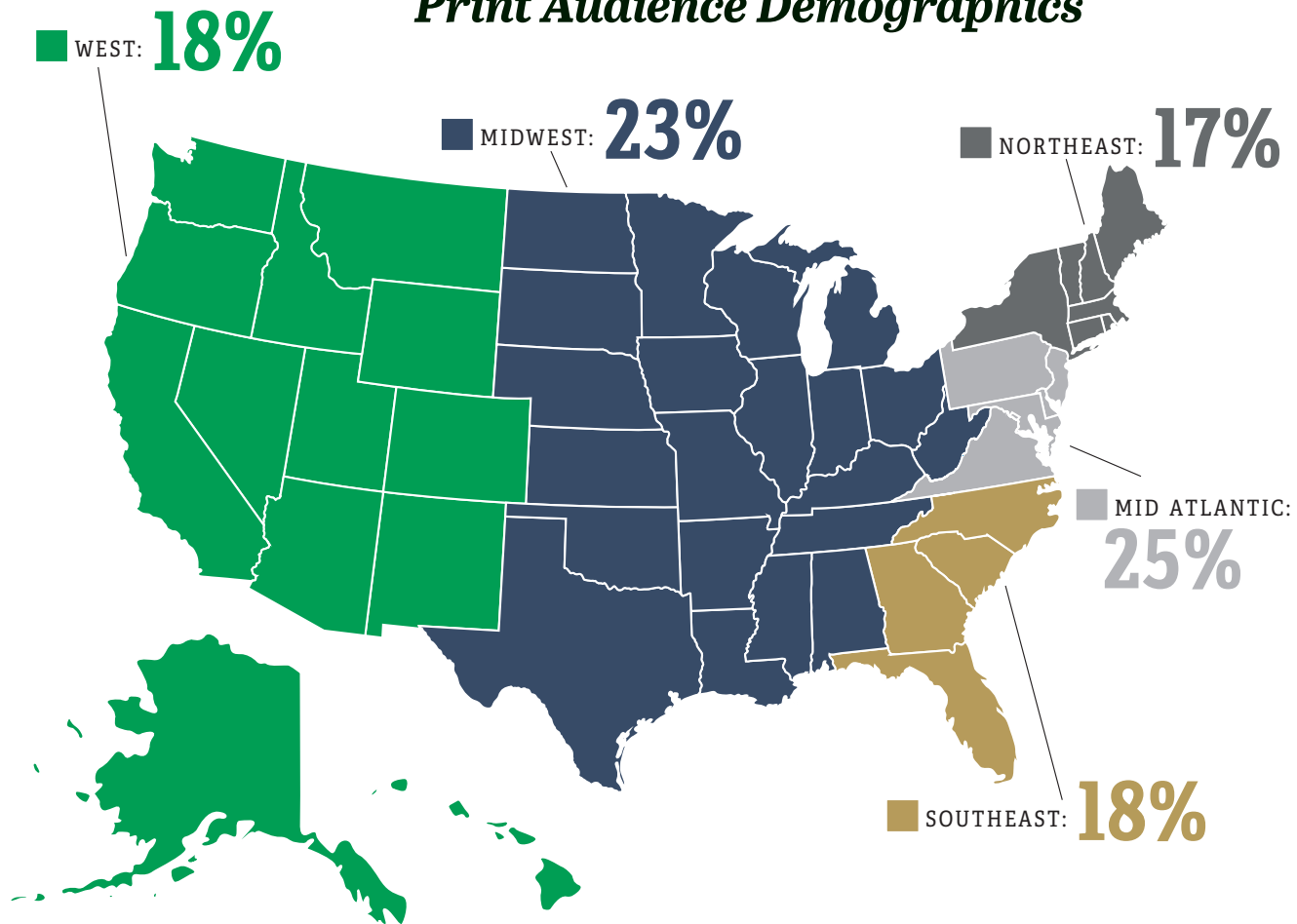
39.4% DRESSAGE

33.2% JUMPERS

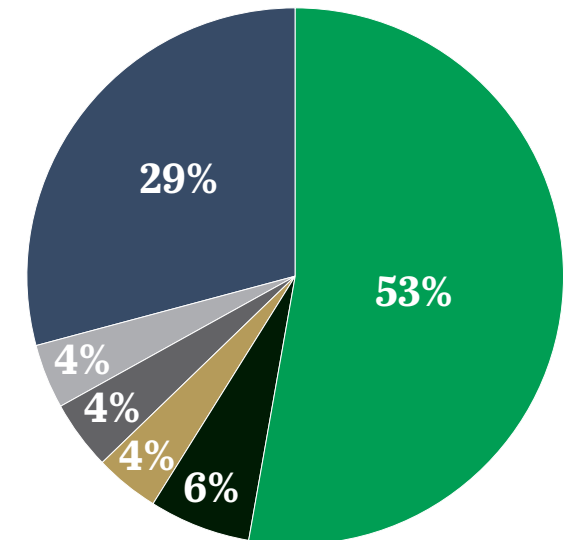
25.7% EVENTING

14.8% FOXHUNTING

Print Audience Demographics



Digital Audience Demographics



Regions:

- NORTHEAST
- MID ATLANTIC
- SOUTHEAST
- MIDWEST
- WEST

- USA
- Mexico
- Brazil
- Canada
- UK
- Other

2022 EDITORIAL CALENDAR

THE CHRONICLE of the HORSE
unTACKED

January

JAN 24 Yearbook/Horses in Sport **Deadline: 1/7**

February

FEB 14 Horse Show **Deadline: 1/28**

March

MAR 7 **Spring Untacked** **Deadline: 2/11**
*with Real Estate Guide**

MAR 7 Spring Horse Care **Deadline: 2/18**

MAR 21 **Show Jumping*** **Deadline: 3/4**

April

APR 25 Kentucky Three-Day Preview **Deadline: 4/8**

May

MAY 9 Dressage **Deadline: 4/22**

MAY 23 **Summer Untacked** **Deadline: 4/29**

MAY 23 Kentucky Three-Day Results **Deadline: 5/6**

June

JUN 13 **Readers' Choice*** **Deadline: 5/27**

JUN 27 Pony **Deadline: 6/10**
*with Pony Guide**

July

JUL 25 World Championships Preview **Deadline: 7/8**

August

AUG 15 Hunter Derby **Deadline: 7/29**

September

SEP 5 **Fall Untacked** **Deadline: 8/12**

SEP 5 Fall Horse Care **Deadline: 8/19**

SEP 26  85th Anniversary **Deadline: 9/9**

October

OCT 10 Eventing **Deadline: 9/23**

OCT 24 Intercollegiate **Deadline: 10/7**

November

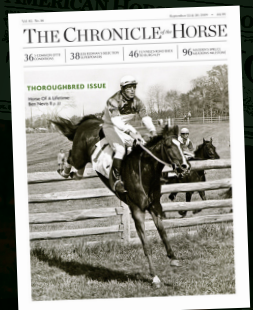
NOV 7 Holiday Foxhunting **Deadline: 10/21**
*with Holiday Gift Guide**

NOV 21 **Winter Untacked** **Deadline: 10/28**

NOV 21 Equitation **Deadline: 11/4**

December

DEC 19 **Sport Horse Breeding*** **Deadline: 12/2**



***THESE SPECIAL ISSUES WILL HAVE unlimited digital distribution to the Chronicle's 1.3 Million + audience! They will be available via our Facebook page, Email Newsletters, Website, and more.**



THEMES ARE SUBJECT TO CHANGE

BONUS DISTRIBUTION

THE CHRONICLE of the HORSE
unTACKED



In addition to our subscriber base, you'll also reach competitors, owners, and sponsors through our bonus distribution at the highest profile shows and most prestigious venues in the country.



UPCOMING 2022 ISSUE DISTRIBUTION:

JANUARY

- Adequan Global Dressage Festival
- Desert Circuit
- Winter Equestrian Festival

FEBRUARY

- Aiken Eventing Showcase
- Adequan Global Dressage Festival
- Desert Circuit
- Gulf Coast Winter Series
- Winter Equestrian Festival
- Digital Distribution across COTH Platforms

MARCH

- Adequan Global Dressage Festival
- Blenheim EquiSports
- Desert Circuit
- Gulf Coast Winter Series
- Winter Equestrian Festival

APRIL

- Blenheim EquiSports
- The Kentucky Three Day Event

MAY

- Blenheim EquiSports
- Tryon International Equestrian Center
- Upperville Colt & Horse Show

JUNE

- Aiken Summer Classic
- Blenheim EquiSports
- Colorado Horse Park
- Traverse City Horse Show
- Tryon International Equestrian Center
- Digital Distribution across COTH Platforms

JULY

- Blenheim EquiSports
- Colorado Horse Park
- Traverse City Horse Show

AUGUST

- The American Eventing Championships
- Blenheim EquiSports
- The Hampton Classic
- Traverse City Horse Show
- USEF Pony Finals
- USHJA Hunter Derby Championships

SEPTEMBER

- Blenheim EquiSports
- Colorado Horse Park
- Dressage at Devon
- Equine Affaire
- The Retired Racehorse Project Thoroughbred Makeover
- Traverse City Horse Shows

OCTOBER

- Capital Challenge
- Maryland 5* at Fair Hill
- Pennsylvania National Horse Show
- Tryon International Equestrian Center
- Washington International Horse Show

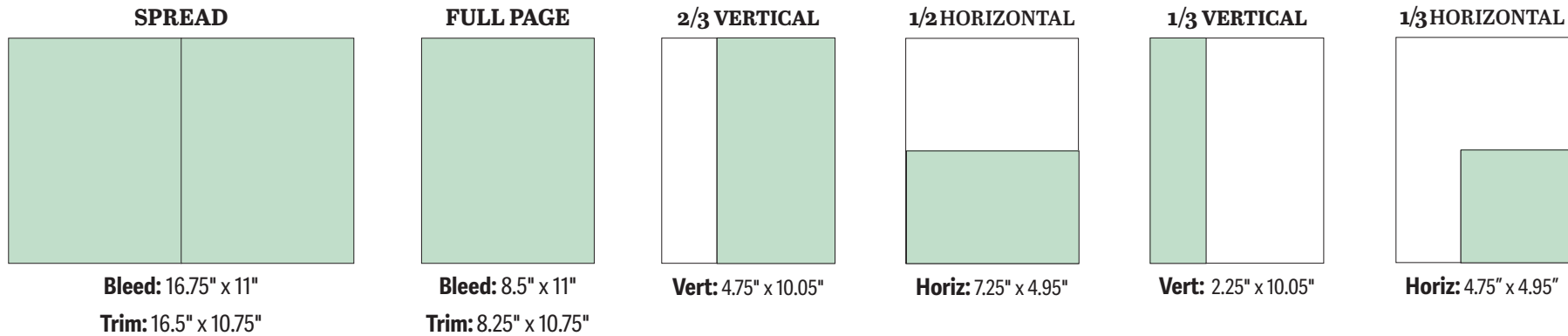
NOVEMBER

- Equine Affaire
- Desert Holiday 1
- LA Season Finale
- Las Vegas National
- National Horse Show
- Tryon International Equestrian Center

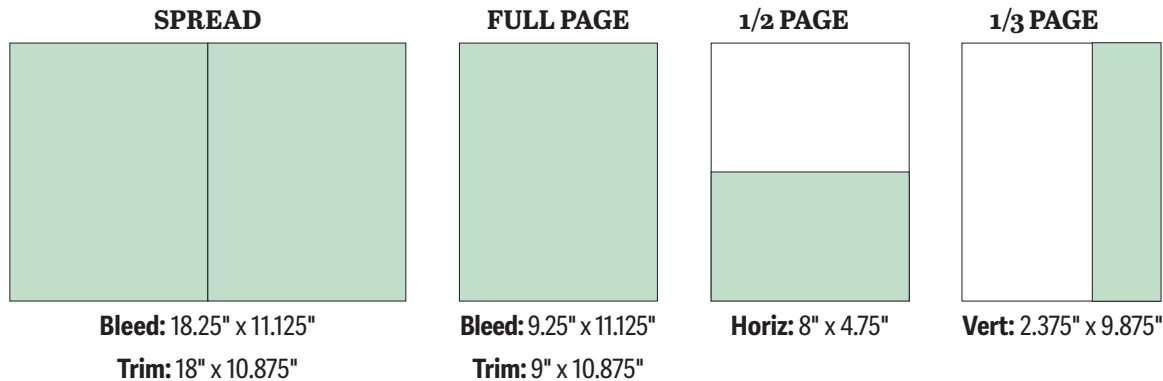
DECEMBER

- Adequan Global Dressage Festival 2023
- Desert Circuit
- Winter Equestrian Festival 2023
- Digital Distribution across COTH Platforms

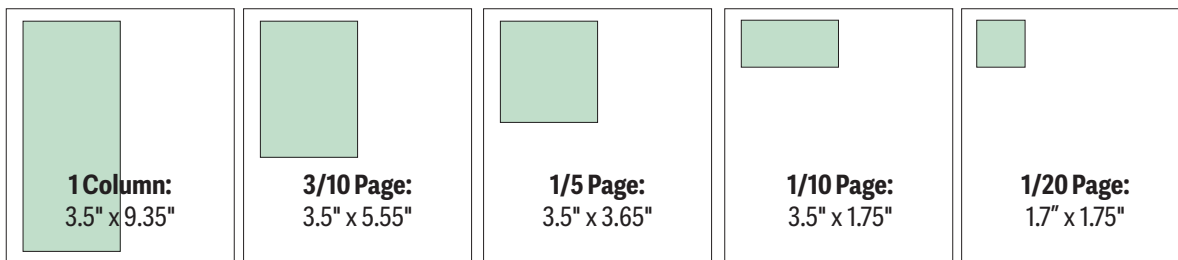
The Chronicle of the Horse



Untacked



Marketplace



PREFERRED POSITIONS (WHEN AVAILABLE)

Special and premium positions can be guaranteed for 15% additional. Premium positions include inside covers, and all pages up to and including the table of contents. Placement requests will be considered but not guaranteed without 15% additional. High impact placements available. Contact your sales rep for details and pricing.

MECHANICAL & DIGITAL FILE SPECIFICATIONS

The Chronicle of the Horse:

TRIM SIZE: 8.25" x 10.75",

BLEED SIZE: 8.5" x 11"

(allow .5" safety margin for all vital material)

Untacked:

TRIM SIZE: 9" x 10.875"

BLEED SIZE: 9.25" x 11.125"

(allow .5" safety margin for all vital material)

Digital Files are accepted only if compatible, and only if the advertiser bears responsibility for reproductive quality. Design assistance offered to advertisers free of charge with one-week advance booking to ad closing date. Print-ready artwork and Digital Photographs MUST be at 300 dpi, CMYK color format in a PDF or JPG. Files not meeting these specifications will be sent back for corrections.

DIGITAL BANNER SIZES

1 LEADERBOARD
SPECS: **728 X 90**
ROS except homepage, all devices

2 ROS-1
SPECS: **300 X 250**
ROS, all devices

3 ROS-2
SPECS: **300 X 250**
ROS, all devices

4 SKYSCRAPER
SPECS: **300 X 600**
ROS, all devices

5 CONTENTBOARD
SPECS: **600 X 90**
Bottom of article pages, all devices

6 7 ROS-3 & ROS-4
SPECS: **300 X 250**
ROS, all devices

8 3:1 RECTANGLE
SPECS: **300 X 100**
ROS, all devices




 **Facebook Static Photo:**
1200 x 627

Facebook Photo Link:
630 x 630

Facebook Video:
504 x 283

FACEBOOK: Advertiser provides all copy, one photo or video and a click through URL. The Chronicle will provide a standard post to one social media platform. Posts can be promoted or "boosted" on Facebook at the advertiser's expense. Content must be submitted at least one week prior to publish date. Send files via Dropbox or WeTransfer to advertise@coth.com.

 **Twitter Post:**
440 x 220 pixels. Limited to 280 characters including link. Image may effect character count.

 **Instagram Post:**
1080 x 1080 pixels

 **Email Newsletter Ad:**
Banner: 600x90 pixels

Dedicated Email Blast:
550 pixels wide,
no height limit

ONLINE ADVERTISING SPECIFICATIONS

JPEG, GIF AND PNG FILES: File size max 500K. Border 1 px.

THIRD PARTY CREATIVE: Must be served with https secure protocol

Advertiser provides digital JPEG or PNG file and URL for click through link.
Files must be submitted one week prior to start date.

Notes: ROS = your ad will run across the site in the same location on each page and rotate evenly. Ads will rotate through the placement purchased with other advertisers for the minimum impressions guaranteed above.

CALL FOR INTEGRATED DIGITAL AND PRINT PACKAGE RATES.

ADVERTISING RATES

THE CHRONICLE OF THE HORSE

SIZE (per insertion)	OPEN	6 TIMES	12 TIMES	18 TIMES
2-PAGE SPREAD	\$3,000	\$2,700	\$2,500	\$2,000
FULL PAGE	\$1,500	\$1,350	\$1,250	\$1,000
2/3 PAGE	\$1,000	\$850	\$750	\$650
1/2 PAGE	\$850	\$750	\$650	\$550
1/3 PAGE	\$650	\$600	\$550	\$500
COVERS				
BACK COVER	\$3,500	\$3,250	\$3,000	-
INSIDE FRONT COVER	\$2,000	\$1,800	\$1,650	-
INSIDE BACK COVER	\$1,900	\$1,700	\$1,550	-

* Premium positions can be guaranteed for 15% additional

DIGITAL BANNER ADS

SIZE	1 MONTH	3 MONTH	6 MONTHS	12 MONTHS
ROS 1:	\$1,000	\$950	\$900	\$850
ROS 2:	\$625	\$595	\$565	\$530
SKYSCRAPER:	\$750	\$715	\$675	\$640
LEADERBOARD:	\$625	\$595	\$565	\$530
ROS 3:	\$375	\$360	\$340	\$320
ROS 4:	\$375	\$360	\$340	\$320
CONTENTBOARD	\$250	\$240	\$225	\$210
3X1:	\$125	\$115	\$110	\$105

**Device/geo-targeting and position coverall available for 15% additional, based on availability

UNTACKED

SIZE (per insertion)	OPEN	4 TIMES
2-PAGE SPREAD	\$4,000	\$3,000
FULL PAGE	\$2,000	\$1,500
1/2 PAGE	\$1,200	\$900
1/3 PAGE	\$900	\$625
COVERS		
BACK COVER	\$4,000	\$4,000
INSIDE FRONT OR INSIDE BACK COVER	\$3,000	\$3,000

SOCIAL MEDIA

PRODUCT	OPEN	6 TIMES	12 TIMES
Facebook Post	\$600	\$500	\$400
Instagram Post	\$500	\$400	\$300
Twitter	\$400	\$300	\$200
Instagram Story	\$200	\$150	\$100

EMAIL NEWSLETTER

PRODUCT	OPEN	3 TIMES	6 TIMES	12 TIMES
Dedicated Email Blast	\$3,500	\$2,500	-	-
Weekly Newsletter TOP	\$700	-	\$600	\$500
Weekly Newsletter 2	\$500	-	\$400	\$300
Issue is Ready	\$250	-	\$225	\$200

Sponsorship and Marketplace rates available separately

ADVERTORIAL PACKAGES

THE CHRONICLE of the HORSE
untACKED



PREMIUM PACKAGE LIMIT ONE PER MONTH

- Web article published on coth.com (provided by Advertiser)
- 728x90 Web Banner on top of article, embedded video within article (optional)
- Story featured on homepage slider, archived under "Industry Releases"
- Promoted on the Chronicle's Facebook, Instagram, and Tuesday E-Newsletter platforms

\$3,000

STANDARD PACKAGE LIMIT ONE PER WEEK

- Web article published on coth.com (provided by Advertiser)
- 728x90 Web Banner on top of article, embedded video within article (optional)
- Story archived under "Industry Releases"
- Promoted on the Chronicle's Facebook page

\$2,000

Feature your advertorial in the magazine! Standard advertising page rates and premium position charges apply.

All advertorial copy subject to review and approval by The Chronicle of the Horse, and will be clearly marked as paid promotion. Payment due prior to article publish date.

New in 2021, we offer the opportunity for advertisers to co-brand and co-create a survey with COTH to gain insights from our followers. The advertiser is responsible for prize offerings and brand-related survey questions.

The CHRONICLE of the HORSE



* 1. We know Mane 'n Tail has been the best kept secret; how long have you been using it on your own hair?

0/500

KINETICVET

GIGANTIC SUMMER GIVEAWAY FOR YOUR ITCHY HORSE



My Results
"EquiShield SA Powder is everything I have been looking for to help the horses with constant skin issues & allergies. The horses who used to get bites and dermatitis have consistently healthier coats & calmer skin. Kinetic Vet has a lot of super products, but EquiShield SA is one of the most game-changing supplements I've ever used!"
-Lynn Symansky

ONE LUCKY WINNER WILL WIN A YEAR SUPPLY* OF EQUISHIELD SA (KIN & ALLERGY) POWDER!
*for one horse

Enter to win two 12-lb buckets of EquiShield SA Powder: a year supply for one horse!
Complete the survey below for your chance to win.

Let's go!

* What are your go-to grooming products to get your horse show ready?

0/500

* How would you assess your riding skills?

- Expert
- Advanced
- Intermediate
- Novice
- Beginner
- Don't Ride

CONTEST PROMOTED ACROSS:

COTH Facebook and Instagram:

\$950

COTH Facebook, Instagram and e-newsletter:

\$1,350

COTH Facebook, Instagram, e-newsletter and dedicated eblast:

\$3,500

SPONSORED CONTENT

THE CHRONICLE of the HORSE
untACKED

ONLINE FEATURE CONTENT

SPONSORSHIPS

BENEFITS INCLUDE

- 728 x 90 pixel banner ad above article body
- "Sponsored by" designation below article title
- Sponsor recognition on article Facebook posts
- Recognition in Tuesday e-newsletter (when applicable)
- Video embedded below article body
- Up to 4 co-branded Full Page print ads in the Chronicle, promoting Featured Department and Sponsor



DEPARTMENTS OFFERED ON FIRST RESERVE BASIS:

BACK FROM THE BRINK

Where there's a will there's a way. Discover true stories of human and equine athletes who never should have returned to competition but somehow defied disaster to make it happen.

BEHIND THE STALL DOOR

Get an insider's view on the personalities and habits of our top equine athletes.

GROOM SPOTLIGHT

Go behind the scenes with the people who enable our top equestrians and equine athletes to shine.

AVERAGE REACH PER ARTICLE: 50,000-75,000

- AMATEUR SHOWCASE • DAY IN THE LIFE • JUNIOR SPOTLIGHT • PONY Paddock •
- RINGSIDE CHATS • THROWBACK THURSDAYS • WINNER OF THE WEEK •

Viewership figures are based on historical averages across the Chronicle's website, Facebook, and e-newsletter, and are not guaranteed.

1 YEAR

\$25,000

Guaranteed 24 posts

6 MONTHS

\$12,500

Guaranteed 12 posts

1 MONTH

\$2,500

2 posts per month

SPONSORED CONTENT

THE CHRONICLE of the HORSE
unTACKED

COMPETITION COVERAGE

SPONSORSHIPS

Showcase your brand alongside our award-winning competition coverage. Timely and relevant editorial content leads to the highest viewership and audience interaction (click-through rates) of all COTH.com advertising options.

BENEFITS INCLUDE:

- 728 x 90 pixel banner ad above article body
- "Sponsored by" designation below article title
- Sponsor mention on article Facebook posts
- Recognition in Tuesday e-newsletter (when applicable)
- Video embedded below article body



TIER 1 \$10,000

**12 guaranteed stories
TWO FULL PAGE print ads**

EVENTS COVERED

- Land Rover Kentucky 3-Day Event (APR)
 - Devon Horse Show (MAY)
- Maryland Five Star at Fair Hill (OCT)



TIER 2 \$5,500

**8 guaranteed stories
ONE FULL PAGE print ad**

EVENTS COVERED

- Global Dressage Festival - Full Series (JAN-MAR)
 - FEI World Cup Show Jumping Final (APR)
 - FEI World Cup Dressage Final (APR)
 - North American Junior and Young Rider Championships (JUL)
 - American Eventing Championships (AUG)
 - USEF Pony Finals (AUG)
- USHJA Hunter Derby & Green Incentive Championships (AUG)
 - U.S. Dressage Festival of Champions (AUG)
- Pennsylvania National & Dover USEF Medal (OCT)
 - Washington International (OCT)
- National Horse Show & ASPCA Maclay (OCT)

TIER 3 \$3,000

**3 guaranteed stories
ONE FULL PAGE print ad**

EVENTS COVERED

- The Fork International (APR)
- Jersey Fresh International (APR)
- IHSA Championships (MAY)
- Bromont International (JUNE)
 - Capital Challenge (SEPT)
 - HITS-on-the-Hudson Championship Week (SEPT)
- Retired Racehorse Project (SEPT)
- Morven Park International (OCT)
 - Dressage at Devon (OCT)
- Ocala Jockey Club International (NOV)

ASK ABOUT FULL SEASON WEF COVERAGE

Coverage subject to change.

The Chronicle would like to give a heartfelt thank you to our 2021 Gold, Silver, and Bronze Advertising Partners. If you'd like to learn more about our Partners Program, please contact your account manager.

GOLD



SILVER



BRONZE



For information about advertising with the Chronicle please contact:



LINDA ANDERSEN

Advertising Director

Office: 603.718.1478

Cell: 978.807.7640

landersen@coth.com



CAITLIN CALDER

Senior Account Manager

Office: 540.687.4926

ccalder@coth.com



ABBY FOLTZ

Advertising Sales and

Production Manager

Office: 540.687.4917

afoltz@coth.com



KRISTIN SCRUGGS

Marketplace Sales Manager

Office: 540.687.4918

kscruggs@coth.com