



COMPETITION



FEI WORLD CUP™ FIN
OMAHA 2017

CONVERSATION

COMMUNITY

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

2023 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.

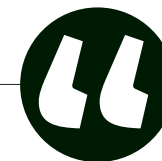
That says a lot for the popularity of the COTH!"

- 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



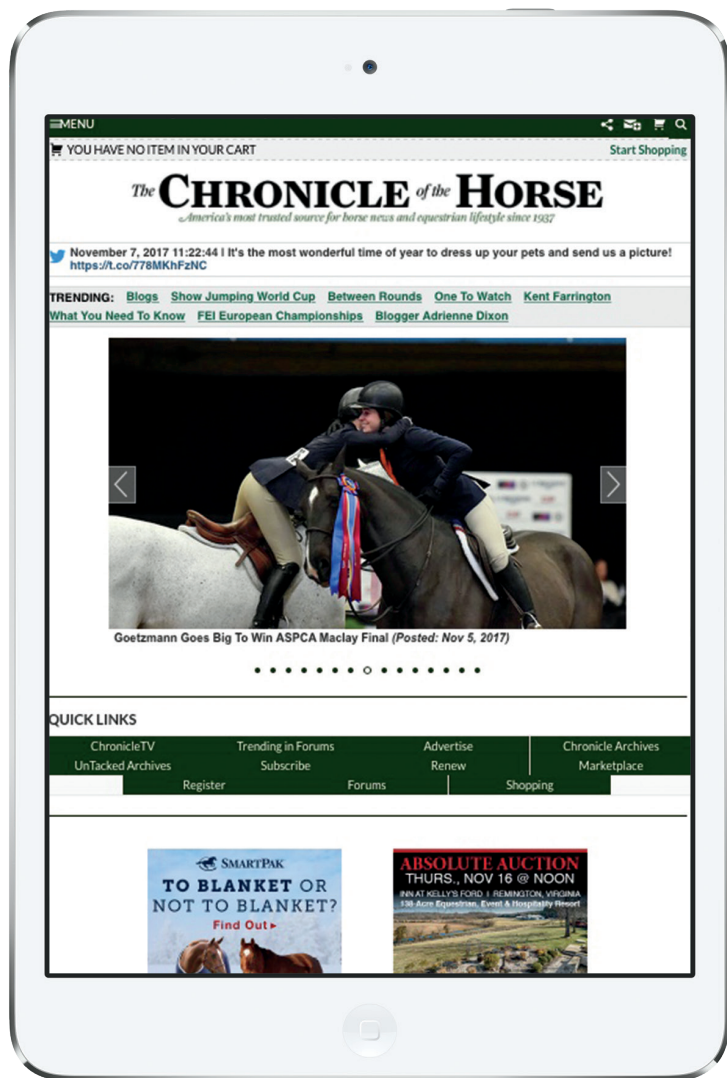
Untacked

- 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

1.2 million

sessions per month

442,000+

unique users
each month

5.2 million

page views each
month

5:29

average visit duration

4.5 pages

per visit

Social Media

404,000

Facebook followers

97,000

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

40%+

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

*Alexa Rankings

AUDIENCE DEMOGRAPHICS

THE CHRONICLE of the HORSE
unTACKED

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

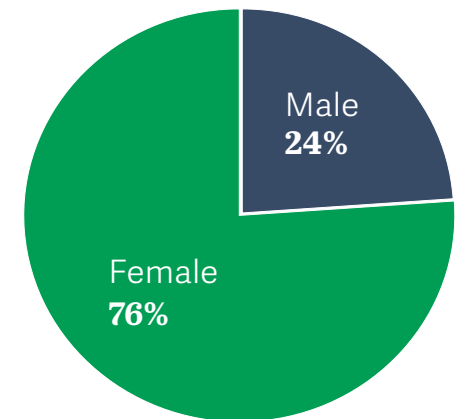
10.1%

HH NET WORTH OVER \$3,000,000

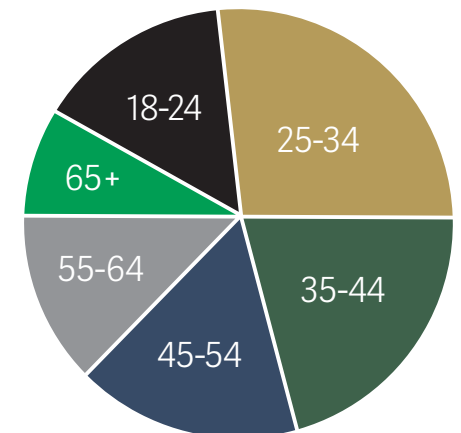


Social Media Demographics

GENDER



AGE



AUDIENCE DEMOGRAPHICS

THE CHRONICLE of the HORSE
unTACKED



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

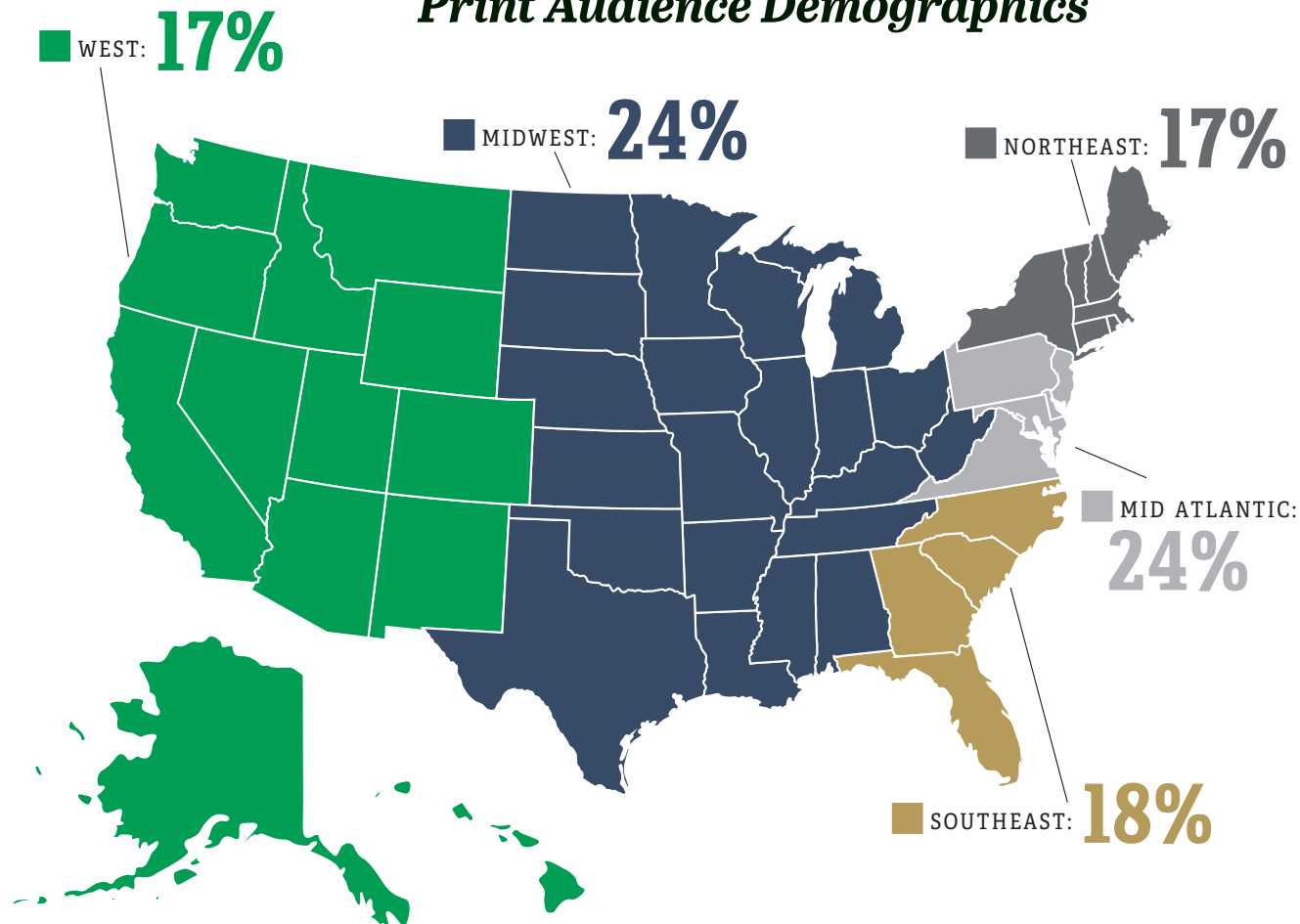
33.2% JUMPERS

25.7% EVENTING

14.8% FOXHUNTING

*Accelara Research

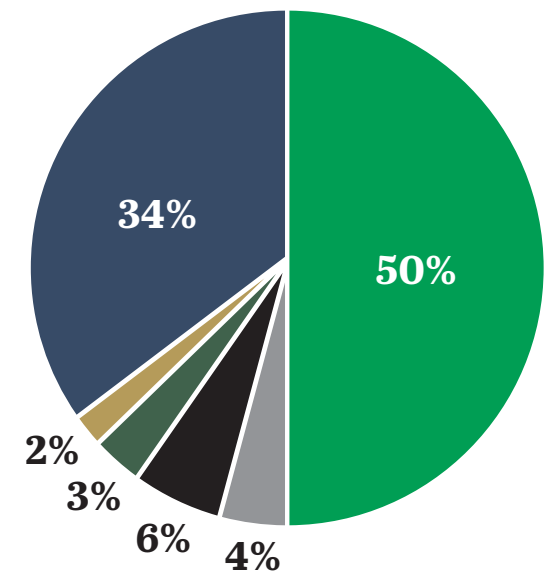
Print Audience Demographics



Regions:

- NORTHEAST
- MID ATLANTIC
- SOUTHEAST
- MIDWEST
- WEST

Digital Audience Demographics



- USA
- Canada
- Brazil
- UK
- Australia
- Other

2023 EDITORIAL CALENDAR

THE CHRONICLE of the HORSE
unTACKED

January

JAN 23 Yearbook/Horses in Sport **Deadline: 1/6**

February

FEB 13 Horse Show **Deadline: 1/27**

March

MAR 13 **Spring Untacked** **Deadline: 2/17**

MAR 13 **Show Jumping*** **Deadline: 2/24**

MAR 27 World Cup Preview **Deadline: 3/10**

April

APR 24 Kentucky Three-Day Preview **Deadline: 4/7**

May

MAY 8 Spring Horse Care **Deadline: 4/21**

MAY 22 Kentucky Three-Day Results **Deadline: 5/5**

June

JUN 12 **Summer Untacked** **Deadline: 5/19**

JUN 12 **Readers' Choice*** **Deadline: 5/26**

JUN 26 Pony **Deadline: 6/9**

July

JUL 24 Dressage **Deadline: 7/7**

August

AUG 14 Hunter Derby **Deadline: 7/28**
with Pony Guide*

September

SEP 4 **Fall Untacked** **Deadline: 8/11**

SEP 4 Fall Horse Care **Deadline: 8/18**

SEP 25 Unsolved Mysteries **Deadline: 9/8**

October

OCT 16 Eventing/Maryland 5* Preview **Deadline: 9/29**

OCT 30 Intercollegiate **Deadline: 10/13**

November

NOV 6 Foxhunting **Deadline: 10/20**
with Holiday Gift Guide*

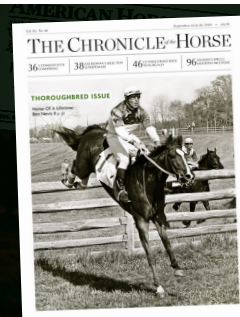
NOV 20 **Winter Untacked** **Deadline: 10/27**

NOV 20 Equitation **Deadline: 11/3**

December

DEC 18 **Sport Horse Breeding*** **Deadline: 12/1**

THEMES ARE SUBJECT TO CHANGE



***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.



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 2023 ISSUE DISTRIBUTION:

JANUARY

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

FEBRUARY

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

MARCH

- Adequan Global Dressage Festival
- Blenheim EquiSports
- Desert International Horse Park
- FEI World Cup Finals
- Gulf Coast Winter Series
- Winter Equestrian Festival
- Paso Robles Horse Park

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
- Capital Challenge
- Traverse City Horse Shows

OCTOBER

- Maryland 5* at Fair Hill
- Pennsylvania National Horse Show
- The Retired Racehorse Project Thoroughbred Makeover
- Tryon International Equestrian Center
- Washington International Horse Show

NOVEMBER

- Equine Affaire
- Desert International Horse Park
- Paso Robles Horse Park
- Las Vegas National
- National Horse Show
- Tryon International Equestrian Center

DECEMBER

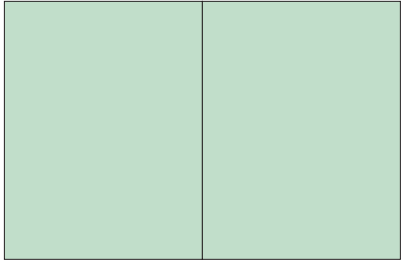
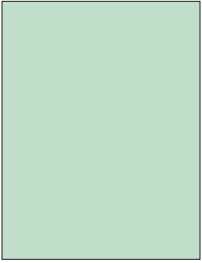
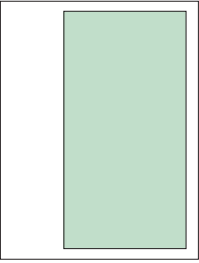
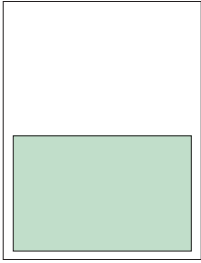
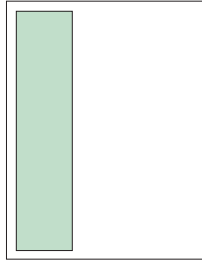
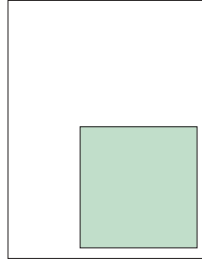
- Adequan Global Dressage Festival 2024
- Desert International Horse Park
- Winter Equestrian Festival 2024
- Digital Distribution across COTH Platforms

SUBJECT TO CHANGE

PRINT ADVERTISING SIZES

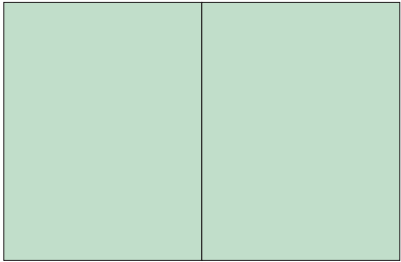
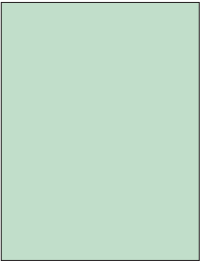
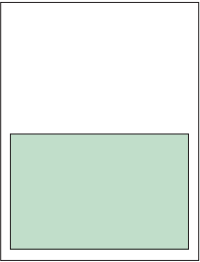
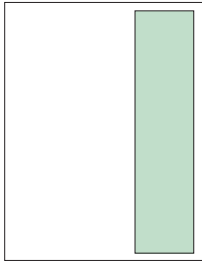
THE CHRONICLE of the HORSE
untACKED

The Chronicle of the Horse

SPREAD	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 VERTICAL	1/3 HORIZONTAL
					
Bleed: 16.75" x 11" Trim: 16.5" x 10.75"	Bleed: 8.5" x 11" Trim: 8.25" x 10.75"	Vert: 4.5" x 8.9"	Horiz: 6.9" x 4.5"	Vert: 2.1" x 8.9"	Horiz: 4.5" x 4.5"




(Full Pages MUST include .5" safety margin for all vital material)

Untacked

SPREAD	FULL PAGE	1/2 PAGE	1/3 PAGE
			
Bleed: 18.25" x 11.125" Trim: 18" x 10.875"	Bleed: 9.25" x 11.125" Trim: 9" x 10.875"	Horiz: 8" x 4.75"	Vert: 2.375" x 9.875"

(Full Pages MUST include .5" safety margin for all vital material)

Marketplace

		
1/5 Page: 3.3" x 4.2"	1/10 Page: 3.3" x 1.9"	1/20 Page: 1.5" x 1.9"

MECHANICAL & DIGITAL FILE SPECIFICATIONS

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**. The Chronicle reserves the right to edit or reject files not meeting specifications. Advertisers are responsible for acquiring photographer permission and ensuring copy is free of typographical errors.

PREFERRED POSITIONS (WHEN AVAILABLE)

Special and premium positions may be guaranteed for additional fee. Premium positions include back covers, inside covers, commentary/editor's letter, table of contents, masthead, and all pages up to the table of contents. Placement requests will be considered but not guaranteed without upcharge. High impact placements available. Contact your sales rep or see rate card for details and pricing.

DIGITAL BANNER SIZES

THE CHRONICLE of the HORSE
unTACKED

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



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 a maximum of 3-4 other advertisers, depending on position.



Facebook Photos and Videos:

Recommended aspect ratios include 1:1, 16:9, 2:3, 4:5, and 9:16.



Instagram Post:

1:1, 1.91:1, 4:5, or 16:9 aspect ratio

Instagram Story or Reel:

9:16 aspect ratio



Twitter Post:

1:1 or 16:9 aspect ratio. Limited to 280 characters including link. Image may affect character count.

SOCIAL MEDIA SPECIFICATIONS: Recommended minimum resolution of 1080 px wide. Advertiser provides all copy, photos or video, handle for sponsor tag, and click through URL (not supported on Instagram posts). Posts can be promoted or "boosted" at the advertiser's expense.



Email Newsletter Banner:

600x90 pixels

Dedicated Email Blast:

Minimum 600 pixels wide, no height limit

DIGITAL FILE SPECIFICATIONS

WEB BANNERS: JPG, PNG, GIF, HTML File, or Campaign Manager tag in RGB Color format. Max file size of 150 KB.

EMAIL BANNERS: JPG, PNG, or GIF in RGB color format. Max file size of 5 MB.

DEDICATED EMAIL BLASTS: Individual JPGs, PNGs, or GIFs in RGB color format, and copy, links, subject line and pre-header or HTML file and subject line. Max file size per image 5 MB.

SOCIAL MEDIA PHOTOS: JPG or PNG in RGB color format. Max file size of 30 MB.

SOCIAL MEDIA VIDEOS: MP4 or MOV. Max file size of 4 GB.

Files must be submitted 5 business days prior to start/publish date.

INTEGRATED DIGITAL AND PRINT PACKAGE RATES AVAILABLE.

ADVERTISING RATES

THE CHRONICLE of the HORSE
unTACKED

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:	\$450	\$435	\$415	\$395
ROS 4:	\$450	\$435	\$415	\$395
CONTENTBOARD	\$275	\$265	\$250	\$235
3X1:	\$150	\$140	\$135	\$130

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	\$750	-	\$650	\$550
Weekly Newsletter In Content	\$550	-	\$450	\$350
Issue is Ready	\$250	-	\$225	\$200

Sponsorship and Marketplace rates available separately

ADVERTORIAL PACKAGES

THE CHRONICLE of the HORSE
untACKED



PREMIUM PACKAGE LIMIT TWO 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 feed and Instagram Story

\$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.

We offer the opportunity for advertisers to survey COTH's online followers and gain insights from our audience. 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

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,
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 3 full page print ads, beginning with a 12 story commitment

24 STORIES

\$25,000

3 Full Page Print Ads

12 STORIES

\$12,500

1 Full Page Print Ad

2 STORIES

\$2,500



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.

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)
 - 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 Aiken Eventing Showcase (MAR)
 - IHSA Championships (MAY)
 - CHIO Aachen (JUNE)
 - Upperville (JUNE)
- Great Meadow International (AUG)
- The Hampton Classic (AUG)
 - Capital Challenge (SEP)
- Retired Racehorse Project (OCT)
- Morven Park International (OCT)
 - Dressage at Devon (OCT)

ASK ABOUT FULL SEASON WEF COVERAGE

Coverage subject to change.

COTH ADVERTISING PARTNERS

THE CHRONICLE of the HORSE
unTACKED

The Chronicle would like to give a heartfelt thank you to our 2022 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:



ABBY FOLTZ

*Director of Advertising
Production*
Office: 540.687.4917
afoltz@coth.com



CAITLIN CALDER

*Director of Sales and
Partnerships*
Office: 540.687.4926
ccalder@coth.com



LINDA ANDERSEN

Senior Account Manager
Office: 603.718.1478
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landersen@coth.com



HANNAH HERRON

*Account and Marketplace
Sales Manager*
Office: 540.687.4921
hherron@coth.com