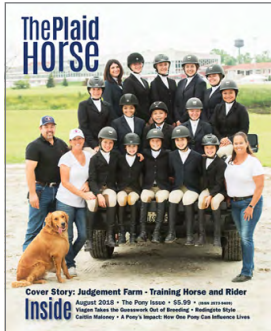




The Plaid Horse offers:

- Largest targeted marketing to the hunter/jumper community
- Greatest social media client ad exposure of any hunter/jumper magazine
- Most competitively priced advertising and the best value for your budget



Find The Plaid Horse on:

- Instagram:** [instagram.com/theplaidhorsemag](https://www.instagram.com/theplaidhorsemag)
- Pinterest:** [pinterest.com/theplaidhorse](https://www.pinterest.com/theplaidhorse)
- Facebook:** [facebook.com/theplaidhorsemag](https://www.facebook.com/theplaidhorsemag)
- Twitter:** twitter.com/Plaidhorsemag
- Website:** theplaidhorse.com

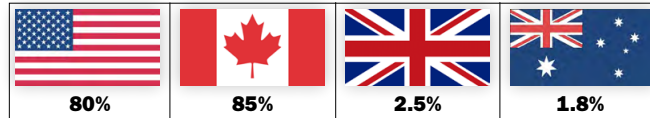


THE PLAID HORSE'S DIGITAL REACH

With a large audience across multiple channels, digital advertising with *The Plaid Horse* will get your business in front of high numbers in various demographics.

Site traffic for theplaidhorse.com*

- Up to 158,000 unique readers per month in 2018
- Growing audience with new users up 70% across the site
- 50% year-over-year growth in pageviews
- US audience spread over the entire country, with highest numbers in California, New York, Florida, and Texas



+ significant reader presence in South America & the EU

READERSHIP CATEGORIES				
Female readers	Age 18-24	Age 25-34	Age 35-44	Age 45-54
87%	18%	25%	18%	20%

"Younger Adults" is the largest growing demographic compared to 2017 audience.

Facebook engagement

- Over 32k followers; page has never seen a downtrend in follows
- Average organic reach of 25,000 people per post
- 1,000 average reactions per post
- 140 average shares per post
- User engagement trended consistently upward in 2018
- User groups mimic website statistics, evenly spread throughout the United States with highest numbers in the 25-34 and 45-54 ages

Instagram engagement

- 79,000+ Followers concentrated in 18-24 and 35-34 age ranges
- Individual posts seen 15,000 times on the low end and as much as 300,000+
- Reaches an average of 15,000 accounts in Discovery weekly
- Reaches an average of 1,000,000 impressions monthly



#Plaidcast engagement

*stats current through October 2018

14 Mechanic St., Canton, New York 13617

The Plaid Horse



Kate Sorrillo, Vermont Summer Festival I, Manchester, VT.
Photo © Andrew Ryback Photography.

2019 WEB MEDIA KIT

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MISSION *The Plaid Horse* is a print and digital publishing company providing exceptional coverage for the hunter/jumper/breeding disciplines at reasonable rates. We support equestrian competitors, horse fans, the general public, and suppliers to the industry through horse show and event coverage, equine articles of interest, and advertisements.

DIGITAL MEDIA Rounding out the magazine is the digital side of things – theplaidhorse.com as well as social media.

- Every issue is offered free in its entirety on Facebook, issuu.com, and theplaidhorse.com
- *The Plaid Horse* takes advantage of collaboration – digital copies of each issue are included with every purchase at Andrew Ryback Photography.
- News, press releases, and other media are made available on theplaidhorse.com and social media.
- Our advertisers have a strong presence on Facebook, Instagram, Twitter, Pinterest, Snapchat, and Tumblr.
- *The Plaid Horse* has over 79,000 followers on Instagram.

DESIGN Social media and graphic design is included in the rates shown below. Your ad is created with the materials you submit and a final layout is offered for your review, revision, and approval. If subsequent rounds of revision are required, an additional cost of \$100 per hour will be applied. For more details call **541-905-0192** or email piper@theplaidhorse.com.

WEB STORE If you would like to submit your product(s) for consideration in *The Plaid Horse* store, please email piper@theplaidhorse.com.

DIGITAL ADVERTISING OPTIONS

SIDEBAR ADS, FULL SITE (WEB ONLY)	
300 X 250 px – Sidebar throughout site (6 month run)	\$1800
300 X 250 px – Sidebar throughout site (6 month run) ANIMATED GIF – up to 3 images/slides	\$2100

SIDEBAR ADS, FULL SITE (W/PRINT AD PACKAGE)	
265 X 225 px – Single page footer (6 month run)	\$650
225 X 265 px – Single page footer (6 month run)	\$950
225 X 265 px – Sidebar throughout site (6 month run) ANIMATED GIF – up to 3 images/slides	\$1150

INSTAGRAM	
Single Instagram post	\$1015
7 days of Instagram story mentions	\$299
30 days of Instagram story mentions	\$499

PODCASTS	
30-second commercial	\$299 ea
Pack of six 30-second commercials	\$995
Full year of 30-second commercials	\$4995
Title sponsorship (pending availability)	\$500 ea
Full year Title sponsorship - \$9995	\$9995

E-BLASTS	
Single e-blast sent by The Plaid Horse to our mailing list	\$299
Group of 3 e-blasts	\$799
Group of 10 e-blasts	\$1995

A LA CARTE	
Article / press release posted on theplaidhorse.com	\$299
Article / press release posted on theplaidhorse.com w/e-blast	\$399
Blog profile written by TPH	\$495
Product / brand item review	\$299