



UNITED STATES EVENTING ASSOCIATION

2023 MEDIA KIT



## ABOUT THE USEA

The United States Eventing Association (USEA) is a non-profit 501(c)(3) educational organization committed to providing eventing enthusiasts with a competitive level suited to their individual skills. By assisting and educating competitors, event organizers, and officials; maintaining responsible safety standards; and registering qualified competitions and clinics, the USEA offers strong and continuous training opportunities for an ever-expanding field of world-class competitors. Just as importantly, the USEA provides a means for all riders, regardless of age or ability, to experience the thrill of eventing.

## ABOUT EVENTING

Eventing is often described as a “horse triathlon.” It is a three-phase equestrian sport designed to test the training, ability, and strength of a horse as well as the connection between horse and rider. From its roots as a comprehensive test of military horses, eventing has since evolved into a modern sport enjoyed by amateurs of all ages as well as professional riders at the Olympic and international levels.

The USEA recognizes seven levels of competition in the United States: Beginner Novice, Novice, Training, Modified, Preliminary, Intermediate, and Advanced.

The **dressage** phase begins every eventing competition. Originally designed to show the military horse’s ability to perform intricate movements on the parade route and in formation, today the dressage test comprises a series of complicated movements performed in an enclosed arena. The second phase is **cross-country** and the object of this phase is to test the horse’s speed, endurance, and jumping ability over varied terrain and obstacles. The **show jumping** competition ends the event. The course is comprised of a series of colorfully painted fences made up of lightweight rails that are easily knocked down.

# USEA BY THE NUMBERS

Nearly **13,000** Members

**250+** recognized events per year



Over **75,000** horses registered



More than **44,000** starters per year



Over **5,700,000** webpage views per year

**720,000+** unique website visitors per year

Over **540,000** page views during the AEC

Around **100,000** Facebook followers



**60,000** Instagram followers



Over **25,000** Twitter followers



# MEET OUR MEMBERS

The USEA membership demographic is a compelling one – dedicated to riding, affluent, and well-educated. Our average member is a female between the ages of 35 and 49 who owns at least one horse and has ridden and competed for more than 16 years. She competes at the Novice level at four to six USEA recognized competitions each year and typically participates in one to two clinics per year. She has a bachelor's degree, owns her home, and owns a horse trailer and a towing vehicle.

**\$10,000-\$30,000** annual equestrian budget

**\$300-\$500** spent per event

**\$80,000-\$125,000** average yearly salary

**\$200,000-\$400,000** average home value

# ADVERTISING OPPORTUNITIES

Now celebrating our 64<sup>th</sup> year as the national association for the sport of eventing, we provide creative and strategic advertising solutions that reach our audience across multiple platforms.

The United States Eventing Association (USEA) expands every year and becomes increasingly more progressive in its vision and approach to helping develop the future of eventing. With the addition of advanced communication tools such as the USEA website, our magazine *Eventing USA*, the USEA eNewsletter, *Rules for Eventing*, the USEA Official Podcast, our social media channels, and the American Eventing Championships Program, the USEA is on the cutting edge of communication.

Companies seeking an exciting and lucrative enterprise within the eventing community should consider the USEA first; we are the place for all things eventing.



## PRINT ADVERTISING

### EVENTING USA



Published 6x per year  
12,000+ readers

### RULEBOOK



1,000 copies printed

### AEC PROGRAM



Read by all AEC  
attendees

## DIGITAL ADVERTISING

### WWW.USEVENTING.COM



6,700,000+ page views a year  
660,000+ unique users a year

### PODCAST



395,000 downloads

### INSTAGRAM



60,000 followers

### eNEWSLETTER



33,500+ subscribers

# EVENTING USA

*Eventing USA* is the award-winning official printed publication of the United States Eventing Association (USEA). This bi-monthly four-color glossy magazine has been published for over 60 years by the USEA and is the only publication of its kind – dedicated to the Olympic sport of eventing and delivering entertaining and educational content to our nearly 13,000 members. Each issue is full of feature content covering recent events, topics from breeding and young horse training, how to ride that winning dressage test, and advice from the best professionals in their respective fields.



Eventing USA won first place in the General Excellence Association Publication (circulation under 15,000) category at the 2021 American Horse Publication (AHP) Equine Media Awards.

*Held since 1975, the annual AHP Equine Media Awards competition recognizes standards in journalistic integrity for informative and engaging content in a variety of media categories. Showcasing excellence in equine media as well as providing guidance for improvement are the two key elements of this member program.*



# EVENTING USA

2022 ISSUES & DEADLINES

## #1

*USEA Annual Convention Issue*

Insertion Order: January 2

Materials Due: January 13

Mailing Date: February 16

## #2

*ECP & EA21 Issue*

Insertion Order: February 6

Materials Due: February 13

Mailing Date: March 20

## #3

*Kentucky Three-Day Issue*

Insertion Order: May 10

Materials Due: May 17

Mailing Date: June 28

## #4

*Intercollegiate & IEL Issue*

Insertion Order: June 13

Materials Due: June 20

Mailing Date: August 10

## #5

*AEC Issue*

Insertion Order: September 13

Materials Due: September 20

Mailing Date: October 31

## #6

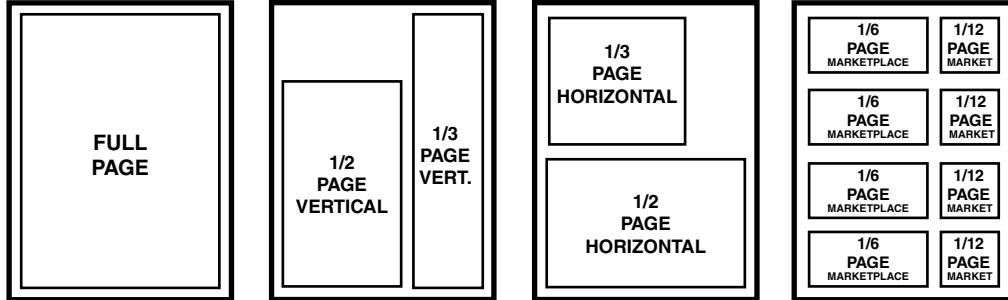
*Maryland 5 Star & YEH Issue*

Insertion Order: November 8

Materials Due: November 15

Mailing Date: December 28

AD SIZES



AD DIMENSIONS

SIZE	INCHES W X H	SIZE	INCHES W X H
Full Page (Bleed)	8.5" x 10.9375" (.1875" bleed)	1/3 Page (Vertical)	2.2" x 9.5"
Full Page (No Bleed)	7.625" x 10.25"	1/3 (Horizontal)	4.6" x 4.5"
1/2 Page (Vertical)	4.625" x 7"	1/6 Page (Marketplace)	4.6" x 2"
1/2 Page (Horizontal)	7" x 4.5"	1/12 Page (Marketplace)	2" x 2"

**PRINTING:** *Eventing USA* is printed by web-fed offset press with perfect binding. **PAPER:** Cover: 100lb. coated matte with UV coating. Text: 80lb. coated gloss. **TRIM SIZE:** 8.125" X 10.75". **FULL PAGE BLEED SIZE:** 8.5" x 10.9375" (.1875" bleed). **MARGIN:** Allow 1/4" safety margin beyond trim. **MATERIALS & GUIDELINES:** E-mail ads as an Adobe Acrobat press ready PDF (300 dpi), Adobe InDesign CS file, Adobe Photoshop CS JPEG or TIFF file at 300 dpi, or an Adobe Illustrator CS EPS file at 300 dpi. **COLOR:** Ads must be in CMYK or Grayscale mode. RGB files will be converted to CMYK. No Pantone PMS spot colors accepted. **TERMS:** All advertising contracted by phone must be confirmed in writing with an insertion order contract and received by the insertion order date. Pre-payment in full is required for all 1x frequency insertions. Advertiser will be invoiced per issue thereafter. If invoice is not paid within 30 days of invoice date a 1.5% interest will be charged per month on past due accounts. Ads will be subject to cancellation if invoice is over 60 days past due.

# EVENTING USA RATE SHEET

SIZE	1x	2x	3x	4x	5x	6x
Full Page	\$1,500	\$1,460	\$1,425	\$1,390	\$1,355	\$1,320
1/2 Page	\$900	\$895	\$870	\$845	\$820	\$795
1/3 Page	\$575	\$545	\$525	\$505	\$485	\$465
Marketplace 1/6 Place	\$150	Inquire for the multiple issue rate				
Marketplace 1/12 Page	\$75	Inquire for the multiple issue rate				

## SPECIAL POSITIONS

IFC & IBC	\$1,855	\$1,820	\$1,785	\$1,750	\$1,715	\$1,680
Page 1	\$1,780	\$1,740	\$1,700	\$1,660	\$1,620	\$1,580
Back Cover	\$1,995	\$1,955	\$1,915	\$1,875	\$1,835	\$1,795



1/2 page vertical

Full page with bleed

1/3 page horizontal

1/3 page vertical



## ***USEF RULES FOR EVENTING***

The *USEF Rules for Eventing* is the go-to publication for all eventers. This digest-size publication includes all of the current eventing rules, as well as important information for all USEA members.

**TRIM SIZE:** 5.5" x 8.5"

**BLEED:** For cover ad sizes please add 1/8" for bleed on all sides.

**MATERIAL:** Digital files may be e-mailed as a "press ready" PDF. Please include crop marks for cover ads that bleed. All fonts must be embedded within a PDF. Hi-res 300 dpi JPG files are accepted.

**COLOR MODE:** Grayscale.

Advertiser must assume responsibility for reproductive quality.

**CONTRACT DUE:** January 13, 2023

**MATERIALS DUE:** January 20, 2023

<b>SIZE</b>	<b>INCHES W X H</b>	<b>COST</b>
Full Page	4.5" x 7.5"	\$550
Half Page	4.5" x 7.5"	\$350
IFC/IBC	5.5" x 8.5" (add 1/8" for bleed)	\$850
Back Cover	5.5" x 8.5" (add 1/8" for bleed)	\$1,000

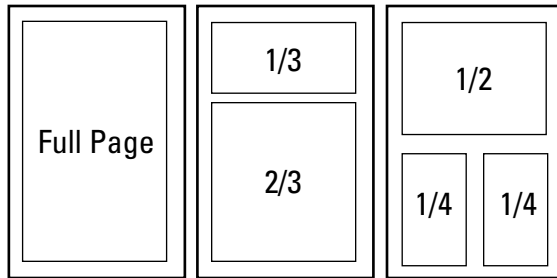


# AEC PROGRAM

The **USEA American Eventing Championships (AEC)** are the national championships for the sport of eventing. Amateurs, juniors, and professional riders alike can compete at any level from Beginner Novice through Advanced to test their mettle against the best in the country, and vie for exciting prizes, cash, and the chance to be named the best in the nation at their respective levels. From **August 29-September 3, 2023**, the American Eventing Championships will be held at the historic Kentucky Horse Park in **Lexington, Kentucky**.

**CONTRACT DUE:** Monday, July 25, 2023  
**MATERIALS DUE:** Tuesday, August 1, 2023

**TRIM SIZE:** 5.5" w x 8.5" h • **FULL PAGE AD BLEED SIZE:** Please keep any text within a 1/2" inch of trim size. • **FILE RESOLUTION:** 300 dpi • **MATERIAL:** Digital files may be e-mailed as a "press ready" quality PDF file, or 300 dpi resolution JPEG files. All fonts must be embedded within a PDF. • **COLOR MODE:** CMYK • **AD DESIGN FEE:** \$50.00



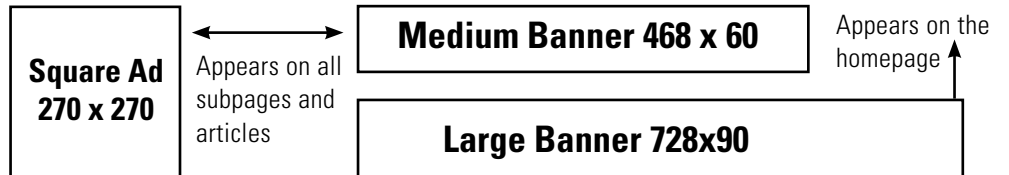
AD SIZE	INCHES W x H	RATE
Full Page w/ Bleed	6" x 9" (trim size 5.5" x 8.5")	\$650
2/3 Page	4.5" x 5.5"	\$550
1/2 Page	4.5" x 3.5"	\$450
1/3 Page	4.5" x 2.25"	\$350
1/4 Page	2" x 3.5"	\$250





# WWW.USEVENTING.COM

More than **720,000 unique visitors** come to [www.useventing.com](http://www.useventing.com) each year and add up to over **5.7 million pages views**. The average user spends **1 minutes and 58 seconds** per visit with **2.35 pages** per session viewing information about eventing they can't get anywhere else in addition to reading the **650 articles** published each year. **73.8%** of users visit on a mobile or tablet. Visitors are **72.3% female** and **27.7% male**. **20%** of visitors are between **25-34 years of age**, **20%** between **45-54 years of age**, and the rest distributed evenly



AD SIZE	7.5k Views	15k Views	30k Views (\$25 discount)
Large Banner (appears on homepage)	\$150	\$300	\$575
Square Ad (appears on subpages and articles)	\$125	\$250	\$475
Medium Banner (appears on subpages and articles)	\$125	\$250	\$475

*Views are evenly spread across 90 days. Advertiser can request to shorten or lengthen timeframe. An extra 5k views can be added for \$100.*

# eNEWSLETTER

The USEA eNewsletter is published every Monday and reaches around 40,000 subscribers. The eNewsletter provides a recap of the need-to-know information from the sport of eventing in a concise easy to read format. There is one banner ad available each issue which is prominently displayed.

**AD SIZE:** 600 px wide x 400 px tall at 72 dpi

**DEADLINE:** Friday prior to publication date.

**COST:** \$295 for a premium photo ad.

*Discounts available when purchasing multiple eNewsletter ads.*

## 2023 eNEWSLETTER DATES

<b>January</b>	1/2/23	1/9/23	1/16/23	1/23/23	1/30/23
<b>February</b>	2/6/23	2/13/23	2/20/23	2/27/23	
<b>March</b>	3/6/23	3/13/23	3/20/23	3/27/23	
<b>April</b>	4/3/23	4/10/23	4/17/23	4/24/23	
<b>May</b>	5/1/23	5/8/23	5/15/23	5/22/23	5/29/23
<b>June</b>	6/5/23	6/12/23	6/19/23	6/26/23	
<b>July</b>	7/3/23	7/10/23	7/17/23	7/24/23	7/31/23
<b>August</b>	8/7/23	8/14/23	8/21/23	8/28/23	
<b>September</b>	9/4/23	9/11/23	9/18/23	9/25/23	
<b>October</b>	10/2/23	10/9/23	10/16/23	10/23/23	10/30/23
<b>November</b>	11/6/23	11/13/23	11/20/23	11/27/23	
<b>December</b>	12/4/23	12/11/23	12/18/23	12/25/23	



# PODCAST

The USEA Official Podcast is produced in partnership with EquiRatings and Nicole Brown Media. It is released every other Monday and is available to be downloaded wherever you listen to podcasts. Each episode averages **2,000+ downloads**, **50,000 annual downloads**, and the podcast has **395,000 lifetime downloads** with listeners in over **70 countries** across the world.

## COST:

\$350 for 15-second (under 115 words) commercial (audio provided by advertiser)

or \$950 for pack of three 15-second (under 115 words) commercial

*The USEA is able to produce the commercial for a \$25 fee*



# SOCIAL MEDIA

## INSTAGRAM

The USEA's Instagram has over **62,000 followers** and reaches an average of **50,000 accounts** per week. Each Instagram story post averages **3,500 unique impressions**. Featuring your company on a USEA Instagram story is a surefire way to promote engagement for your business or product.

### COST:

\$150 for one Instagram Story Post

Post should be 1080 px wide x 1920 px tall  
or a 10 second video

*Discounts available when purchasing multiple social media posts.*





# CONTACT

**KALEIGH COLLETT**  
Marketing Coordinator  
kcollett@useventing.com  
Direct: 703.669.9994



United States  
Eventing Association  
525 Old Waterford Road, NW  
Leesburg, Virginia 20176

Phone: 703.779.0440  
Fax: 703.779.0550  
Email: [info@useventing.com](mailto:info@useventing.com)  
Web: [www.useventing.com](http://www.useventing.com)