How do you ride a smoother hunter round? Make a winning jump-off turn? Sit the trot better? Rate your horse’s cross-country speed accurately? Ensure your horse’s health?

We answer these questions in print, online and video and on social media. Join us as we celebrate our 50th year serving as the link between the top trainers, riders and veterinarians in our sport and riders striving to be the best horse people they can be.

Sandra Oliynyk
Editor, Practical Horseman

Practical Horseman provides hands-on how-to information on riding, training, equine health and competitions for English riders through multimedia channels including print, digital, social media, podcasts and a video on-demand platform. Respected experts in the disciplines of dressage, eventing, hunters and jumpers share in-depth information to help readers become well-rounded riders and horse-care managers. Profiles and features create a sense of community, from top professionals to dedicated amateurs, fostering the dream of being the best horseperson possible.

To meet the needs of our devoted dressage audience, in addition to content in Practical Horseman Magazine, we provide more dressage content through Dressage Today’s strong digital and social-media channels, podcast and video-on-demand site. To reach this audience, please refer to Dressage Today’s media kit.
CAPTIVATING OUR READERS

TOTAL AUDIENCE REACH: 2.5+ MILLION
ACROSS PRINT, ONLINE & SOCIAL

MAGAZINE:
• 45,000 readership

WEBSITE:
• 2+ million users in 2022
• 305,000 pageviews each month
• 23%+ users in 2021 between the ages of 25-34
• 75.4% female / 28% male users in 2021
• 68% use mobile device

EMAIL:
• 18,800 weekly newsletter subscribers
• 10,400 third-party list subscribers

SOCIAL:
• 259,000 Facebook followers
• 45,800+ Instagram followers
• 8,100+ Pinterest followers

PODCAST:
• Total lifetime listens: 184,000

SPECIAL DIGITAL REPORT:
(Practical Horseman Extra )
• 9,300 subscribers
• Average open rate: 23%

DEMOGRAPHICS

AVERAGE HHI
$100,000+

96%
Female

63%
Ride Hunters/Jump-

56%
Ride Dressage

71%
Are in Training

51
Median Age

• 89% Have been riding for more than 10 years
• 58% Compete up to 9 times a year
• 88% Compete at the amateur level
SPRING
AD CLOSING: 3/07/23 MATERIALS DUE: 3/09/23
MAIL DATE: 4/18/23

IN THIS ISSUE
TRAINING:
Hunter Training: Louise Serio
Jumping Training: Ronny Riemer
Dressage Training: Great Britain’s Carl Hester
Eventing: Colleen Rutledge/John Michael Durr

HEALTH/CARE:
Feature: Biosecurity measures to take at competition and at home, including vaccination requirements
Vet On Call: Arthritis
Stable Management: Trimming your horse so he looks his best for competition

SPECIAL
FEI World Cup™ Finals Omaha Preview
DISTRIBUTION: LAND ROVER KENTUCKY THREE-DAY EVENT

SUMMER
AD CLOSING: 6/05/23 MATERIALS DUE: 6/07/23
MAIL DATE: 7/11/23

IN THIS ISSUE
TRAINING:
Hunter: Hannah Isop
Jumper: Jonathan Millar
Dressage: Steffen Peters
Eventing: William Fox-Pitt

HEALTH/CARE:
Feature: Equine parasite control
Vet on Call: When to use electrolytes
Stable Management: How to keep flies and other summer pests at bay

DISTRIBUTION: LAND ROVER KENTUCKY THREE-DAY EVENT

FALL
AD CLOSING: 8/07/23 MATERIALS DUE: 8/09/23
MAIL DATE: 9/19/23

IN THIS ISSUE
TRAINING:
Hunter Training: Kristy Herrera
Eventing Training: Lucinda Green
Dressage Training: Sabine Schut-Kery
Jumper Training: Brian Moggre

HEALTH/CARE:
Feature: Treating tendon and ligament issues
Vet On Call: Wound care
Stable Management: Groundwork with Monique Potts

DISTRIBUTION: PENNSYLVANIA NATIONAL HORSE SHOW, WASHINGTON INTERNATIONAL HORSE SHOW, DRESSAGE AT DEVON

WINTER
AD CLOSING: 10/06/23 MATERIALS DUE: 10/09/23
MAIL DATE: 11/14/23

IN THIS ISSUE
TRAINING:
Jumper Training: Lillie Keenan
Eventing Training: Liz Halliday-Sharp
Hunter Training: Lexy Reed and Vanessa Brown

Dressage: Lena Wedenmark

HEALTH/CARE:
Feature: Respiratory issues
Vet On Call: Reduce the stress of stall rest
Stable Management: Equine massage with Jo-Ann Wilson

DISTRIBUTION: HITS OCALA, DESERT CIRCUIT (THERMAL)

SPECIAL FEI WORLD CUP™ DIGITAL ISSUE
AD CLOSING: 03/21/23 MATERIALS DUE: 03/23/23
DISTRIBUTED: 03/31/23

IN THIS ISSUE
Favorite memories from riders of previous FEI World Cup™ Jumping and Dressage Finals
World Cups through the years, how the winners are selected and more

In Every Issue
• 50th Anniversary Special Content Sections
• Clinic with Susanne von Dietze, Cross-Country with Jim Wofford, Jumping Clinic with Beezie Madden

• Note: Articles subject to change depending on experts’ availability/schedule. Dates subject to change.