



# THE MIDWEST EQUESTRIAN

A Quarterly Magazine servicing the Northern  
Illinois and Southern Wisconsin Horse  
Community  
2025 Media Kit

## Topics Include:

Trail Trekking

Vet Education

Listing of Events

Book Reviews

Math & Crossword Puzzles



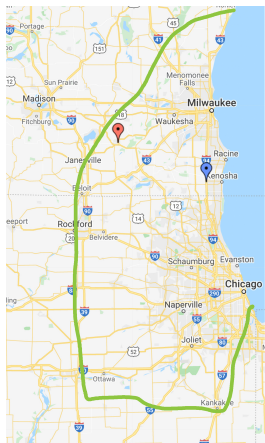
# About Us

The Midwest Equestrian is a magazine published by a group of equine enthusiasts. Its purpose is to inform people about equine related events, trails, products, services and entertainment. Our goal is to provide a complete resource guide for anything equine. The Midwest Equestrian covers all breeds and disciplines and appeals to anyone with a love of horses. It is as much about the equestrian lifestyle, as it is about the horses.

## Our Distribution

The magazine is a quarterly print publication with a run of 5,000 copies. It is complimentary and is also available for subscription.

Our distribution focuses on the Northern Illinois and Southern Wisconsin market. We distribute from Grafton, WI, which is just north of Milwaukee, WI, west to Rockford, IL, South to Kankakee, IL and back up to Chicago.



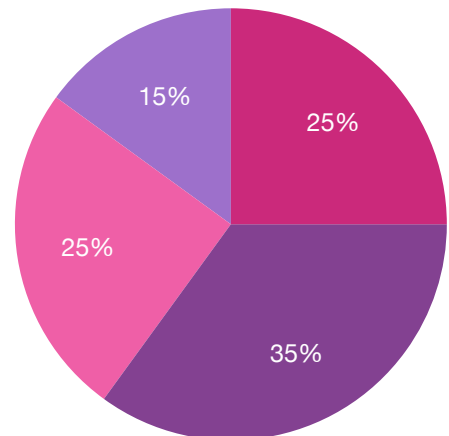
65% distributed in Northern Illinois  
35% distributed in Southern Wisconsin

With a database of over 300 stables, approximately 25% of the magazines are delivered directly to riding stables and therapeutic riding facilities.

We partner with local tack and feed stores where we distribute 35% of our 5,000 copies.

To reach new horse riders/owners we distribute about 25% to local grocery stores and real estate offices. This is also a great way to reach horse owners who have their horses at home.

The remaining 15% are delivered to horse shows and other events.



● Stables ● Tack Stores ● Grocery/Real Estate ● Other

# **Demographics of the Equestrian Industry**

**According to the 2017 Economic Impact Study by the American Horse Council Foundation, the horse industry has an economic impact of around \$122 billion. The industry employs around 1.74 million people and there are approximately 7.2 million horses.**

**The racing sector has the largest impact on the economy, the competition sector not far behind, then the recreational sector, and lastly the working sector. About 13 million households trail ride (recreational sector) and 30.5% of American households have a horse enthusiast in the family.**

**The United States of America Equestrian Foundation conducted a study on their membership (2003) and found the following:**

- **85% are females**
- **58% college graduate or more**
- **\$134,500 average household income vs. \$36,000 median for all US households**
- **\$955,400 average worth**
- **60% managerial/professional employment**
- **93% own a vehicle and the average number of vehicles owned is three**
- **83% have taken a trip (business or pleasure) in the past three years**
- **85% have some type of investment**

**Members have very active lifestyles and respond to advertising of other products, such as real estate, wines and liquor, jewelry, vehicles and travel.**

# The Midwest Equestrian 2024 Advertising Rates

*As of January 2025  
Rates subject to change  
All advertisements are in full color.*

	1 Issue	2-3 Issues	4 Issues
Front Cover	N/A		
Center Spread	\$2,100	\$2,000 ea	\$1,900 ea
Back Cover	\$2,500	\$2,400 ea	\$2,300 ea
Inside Front Cover	\$1,400	\$1,300 ea	\$1,200 ea
Inside Back Cover	\$1,400	\$1,300 ea	\$1,200 ea
Full Page	\$ 800	\$ 750 ea	\$ 700 ea
Half Page	\$ 450	\$ 425 ea	\$ 400 ea
Quarter Page	\$ 295	\$ 285 ea	\$ 275 ea
Business Card	\$ 95	\$ 95 ea	\$ 95 ea
Directory Listing	\$ 95	\$ 95 ea	\$ 95 ea
Event Listing	\$ 95		
Ad Design			\$ 95
There is a 3% charge for credit card transactions.			

**Terms:** Payment must be made in advance for all one-time display, directory, and classified ads. The multiple insertion rates are available only to those who have a signed advertising contract. Advertisers with signed contract will be billed quarterly and payments for ads are due on deadline date. Those not under contract must pay at the time they submit their ad.



# The Midwest Equestrian Advertising Contract Agreement

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## Issue Date/s

- Spring 2025
- Summer 2025
- Fall/Winter 2025
- Spring 2026

### SIZE OF ADVERTISEMENT

- Full Page
- ½ Page
- ¼ Page
- Business Card
- Other - \_\_\_\_\_

Payment is due in advance for all one-time advertisements. Those on a multiple insertion contract must pay for the first ad in advance and will be billed for future ads. Payment is due at deadline.

Please make checks payable to: The Midwest Equestrian

For Credit Cards call 1-847-736-5826  
There is a 3% charge for credit card transactions.

For multiple insertion contracts, please check here if you will be changing your ad for each issue

I agree to place my advertisement in The Midwest Equestrian for the number of times checked above and to pay my advertisement at the agreed upon rate. I understand that payment is due in full for all one-time and first time ads and I will be billed for future ads previous to their publication due date. I understand that my ad will revert to the one-time rate if bill is not paid within 10 days of the publication of the magazine. My advertising represented is correct and I have full rights to use the material provided to The Midwest Equestrian. I also agree to hold **The Midwest Equestrian** harmless in the event of any misrepresentation or harm that may come from my advertising.

- Please charge my credit card for each issue.
- I will send a payment via check to **The Midwest Equestrian**.

Signed \_\_\_\_\_ Date \_\_\_\_\_

**The Midwest Equestrian**  
PO Box 56, Richmond, Illinois 60071

[www.TheMidwestEquestrian.com](http://www.TheMidwestEquestrian.com)  
[advertise@themidwestequestrian.com](mailto:advertise@themidwestequestrian.com)  
[janice@themidwestequestrian.com](mailto:janice@themidwestequestrian.com)

**847-736-5826**

# The Midwest Equestrian Advertising Specs

## Technical Specifications

<b>Size</b>	<b>Width</b>	<b>Height</b>
Full Page – please add 1/8”bleed.	8.5”	11”
Two Page Spread – please include 1/8” bleed.	17”	11”
½ Page Horizontal	8.25”	5.125”
¼ Page Vertical	4”	5.325”
Business Card	3.5”	2”

### Images

- All images should have a minimum 300 dpi at 100%
- Do not use LZW Compression
- All images should be CMYK
- All image files should **preferably** be TIF, JPG or EPS.

### Colors

- All files should be CMYK. We cannot guarantee color calibration for files that must be converted.

### Fonts

- Please create outlines for fonts if sending Adobe Files in Illustrator or Photoshop.

### Other Accepted File Formats

- .pdf – Press ready
- .ai. – Adobe Illustrator
- .psd. - Adobe Photoshop

*It will be helpful to print your document so we can assure files do not default.*

*On full page ads, bleeds must extend a minimum of 1/8” past the trim and allow a ¼” margin from the trim for text and images.*

## 2025 PUBLICATION DEADLINES

<b>Issue</b>	<b>Ad Deadline</b>	<b>Publication Date</b>
Spring 2025	March 10, 2025	March 31, 2025
Summer 2025	June 10, 2025	June 30, 2025
Fall/Winter2025	October 15, 2025	October 31, 2025