

# EQUINE BUSINESS MAGAZINE

## 2026 MEDIA KIT

*Reach Equine Business Owners With Our Ads*



*Equine Business Magazine is the new online magazine for equine business owners and nonprofits. Each issue includes content written by equine industry experts and professionals, offering our readers marketing tips, stories, and info about upcoming events.*

**[WWW.EQUINEBUSINESSMAGAZINE.COM/ADVERTISE](http://WWW.EQUINEBUSINESSMAGAZINE.COM/ADVERTISE)**

# EQUINE BUSINESS MAGAZINE

## OUR AUDIENCE

*Your Ad Seen By Equine Business Professionals*

### GENDER

**90%**  
WOMEN

**10%**  
MEN

### AGE



### BUSINESSES FEATURED IN PAST ISSUES

- AFTER THE RACES
- BLUEBONNET EQUINE HUMANE SOCIETY
- BOSS MARES INC.
- DAPPER DARLING
- ELITE EQUINE MARKETPLACE
- EQUINE AFFAIRE
- HORSE SPOT
- HORSES FOR MENTAL HEALTH
- KATIE VAN SLYKE
- KIRSTIE MARIE PHOTOGRAPHY
- MANE STREET MARKET
- SHELLEY PAULSON PHOTOGRAPHY
- STABLE CONNECTIONS THE PODCAST
- SWEET MERCIES RESCUE RANCH
- THE FREELANCE REMUDA
- THE TECH EQUESTRIAN
- TRIBUTE EQUINE NUTRITION

**6K**  
FOLLOWERS  
FB & IG  
COMBINED

**40%-70%**  
SUBSCRIBERS  
OPEN EMAIL  
NEWSLETTERS

**385K**  
VIEWS  
FB & IG  
COMBINED

**80%**  
OF READERS  
LIVE IN THE  
UNITED STATES

---

**[WWW.EQUINEBUSINESSMAGAZINE.COM/ADVERTISE](http://WWW.EQUINEBUSINESSMAGAZINE.COM/ADVERTISE)**



EQUINE BUSINESS MAGAZINE

# ADVERTISING GUIDELINES

*Please send your ad in PDF format for web use  
so that your links will stay clickable.*

**RGB Color - No bleed or crop marks are required.**

**Your Ad will be posted  
to Facebook & Instagram**

*Price does not include  
ad design services*

**Your Ad will be included  
in our email newsletter**

*Ad design services are available  
at [EquineWebDesigner.com](http://EquineWebDesigner.com)*

**FULL PAGE AD**

**8.5 W X 11 H INCHES**

**TWO PAGE SPREAD**

**17 W X 11 H INCHES**

**WEBSITE AD | SQUARE**

**244 X 244 PIXELS**

**WEBSITE AD | BANNER**

**980 W X 200 H PIXELS**

*No refunds on ads purchased.*

*If you do not send us your ad by the due date for the issue you want to advertise in, you may use your ad in a future issue. We have the right not to include any ad that we find inappropriate for our audience.*

---

**[WWW.EQUINEBUSINESSMAGAZINE.COM/ADVERTISE](http://WWW.EQUINEBUSINESSMAGAZINE.COM/ADVERTISE)**

EQUINE BUSINESS MAGAZINE

# ADVERTISING RATES

*Advertise Directly To Equestrian Business Owners*



<b>FULL PAGE AD</b>	<b>\$150 PER ISSUE</b>
<b>TWO PAGE SPREAD</b>	<b>\$300 PER ISSUE</b>
<b>DIRECTORY AD</b>	<b>\$200 PER YEAR</b>
<b>WEBSITE AD</b>	<b>\$1,500+ PER YEAR</b>
<b>3 FULL PAGE ADS</b>	<b>\$450 FOR 3 ISSUES</b>
<b>6 FULL PAGE ADS</b>	<b>\$900 FOR 6 ISSUES</b>

*No refunds on ads purchased.*

*If you do not send us your ad by the due date for the issue you want to advertise in, you may use your ad in a future issue. We have the right not to include any ad that we find inappropriate for our audience.*

---

**[WWW.EQUINEBUSINESSMAGAZINE.COM/ADVERTISE](http://WWW.EQUINEBUSINESSMAGAZINE.COM/ADVERTISE)**