

*The*  
**CHRONICLE**  
*of the*  
**HORSE**

America's leading resource for  
**SPORT HORSE**  
news since **1937**

540.687.4900 | [advertise@chronofhorse.com](mailto:advertise@chronofhorse.com)  
[www.chronofhorse.com](http://www.chronofhorse.com)



## PRODUCTS

# *The* **CHRONICLE** *of the* **HORSE**

The Chronicle of the Horse • P.O. Box 46, Middleburg, VA 20118 • 540.687.6341 • [www.chronofhorse.com](http://www.chronofhorse.com)



## *The* **CHRONICLE** *of the* **HORSE**

- News, national and international competition coverage, analysis, personalities, in-depth features and opinions, stunning photography and much more!

## *Un*TACKED

- Published 6 times annually
- Included with a *Chronicle* subscription
- Personalities, travel, history, fashion, technology, lifestyle, stunning photography and more!

## **chronofhorse.com**

- #1 non-racing equine website in the world
- Unique website-only content
- Up-to-the-minute news and competition results, columns, blogs, behind stall doors, digital issue archive, classifieds and more!

## **COTH** *Mobile app allows you to:*

- Take the *Chronicle* with you everywhere
- Subscribe, renew or share content right from your phone
- Updates automatically with the latest issue
- Access more than two years of archives

## **STALLION & BREEDER** GUIDE

- Digital catalogue included with a *Chronicle* subscription
- Published once annually
- Listings of some of the top sport horse breeding stallions in the country





## READERSHIP

# The CHRONICLE of the HORSE

The Chronicle of the Horse • P.O. Box 46, Middleburg, VA 20118 • 540.687.6341 • [www.chronofhorse.com](http://www.chronofhorse.com)

*Our audience is larger than...*



*...the Rolex Stadium at the Kentucky Horse Park, filled to capacity.*

**The Chronicle of the Horse, with a circulation of over 13,000 paid subscribers, reaches some of the most affluent, educated buyers and decision makers in America.**

### SUBSCRIBER PROFILE ACCELARA RESEARCH

#### DEMOGRAPHICS

Average Age	50.6
Average HHI	\$173,200
Average HH Net Worth	\$1,296,000
Gender: Female	94.7%
Average Acres Owned	34.8

#### AFFLUENCE

#### % COMP

HHI \$350,000+	19.4
HH Net Worth \$1,500,000+	23.7
HH Net Worth \$3,000,000+	10.1

#### AGE

Age 25-44	21.4
Age 45-54	25.8

#### EDUCATION

Any College	94.5
Graduated College or More	77.7
Post Graduate/Professional Degree	35.7

#### HORSE OWNERSHIP

Average Number Of Horses Owned	3.17
Readers Owning One Or More Horses	84.7%

#### RIDING LEVEL

Experienced Riders	91.3
Rode In Competition Last Year	78.9
Average Times To Compete Annually	8.2

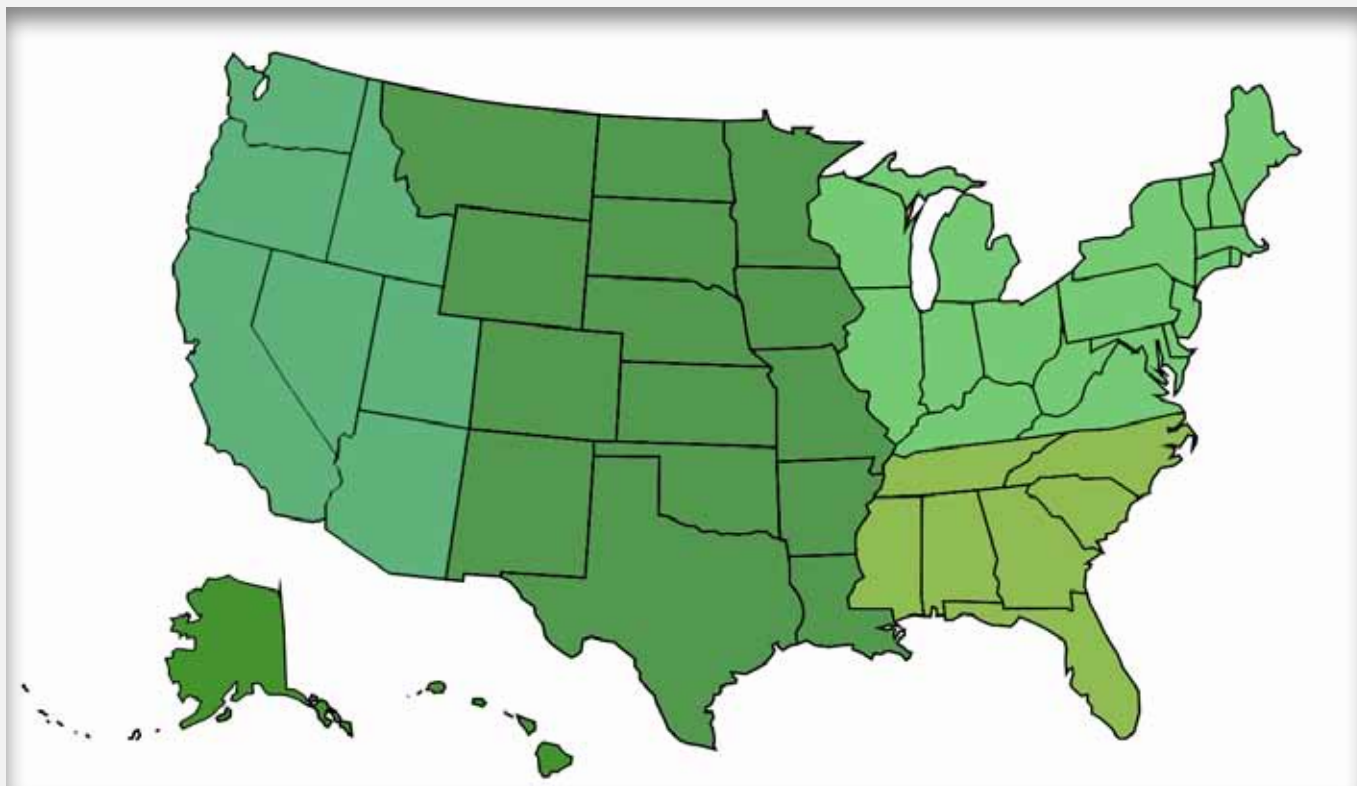


## READERSHIP

# *The* **CHRONICLE** *of the* **HORSE**

The Chronicle of the Horse • P.O. Box 46, Middleburg, VA 20118 • 540.687.6341 • [www.chronofhorse.com](http://www.chronofhorse.com)

*National and international reach to over 40,000\**



*top equestrians, owners, breeders and serious equine enthusiasts.*

## SUBSCRIBER GEOGRAPHY

Northeast	54%
Southeast	19%
West	13%
Midwest	11%
Canada & Foreign	2%
Alaska, Hawaii & US Territories	1%

\*Chronicle subscribers share their issues with an average of 2.1 others. - Accelara Research



## WEBSITE AUDIENCE

# *The* CHRONICLE *of the* HORSE

The Chronicle of the Horse • P.O. Box 46, Middleburg, VA 20118 • 540.687.6341 • [www.chronofhorse.com](http://www.chronofhorse.com)

**Launched in 1998, [chronofhorse.com](http://chronofhorse.com) is the  
#1 non-racing equine website in the world  
and the #5 equine website overall.**

ALEXA RESEARCH

### CHRONOFHORSE.COM USERS

- Chronofhorse.com users have an average household income exceeding **\$117,000** annually.
- **84%** have a college or advanced degree.
- On average, registered chronofhorse.com users visit once every **three** days, or just over **100** times a year.
- **62%** of regular visitors find ads on the site to be relevant, interesting and valued sources of information.
- **85%** of regular site visitors have sought more information after viewing products and services in website ads and articles.
- **33%** have purchased products or services as a result of visiting the website.

### GOOGLE ANALYTICS AS OF NOVEMBER 1, 2015

- Over **7.4** million unique visitors in 2015
- Average over **735,000** unique visits each month
- Average over **6.4** million page views per month
- **39.78%** of users are new visitors
- Users spend over **5 minutes** per visit
- Users view over **4 pages** each visit.





## SOCIAL & EMAIL AUDIENCE

# The CHRONICLE of the HORSE

The Chronicle of the Horse • P.O. Box 46, Middleburg, VA 20118 • 540.687.6341 • [www.chronofhorse.com](http://www.chronofhorse.com)

**Reach one of the largest audiences in the sport horse industry through our extensive email and social media network.**

### SOCIAL MEDIA AS OF NOVEMBER 1, 2015

Targeted social media posts and are a great way to increase brand recognition, connect with new customers and build customer loyalty. Let our network drive consumers to your products.



335,000+ followers



31,000+ followers



15,000+ followers



5,000+ followers

### EMAIL NEWSLETTERS

- Our fun and extremely popular *Missed It!* Mondays newsletter sends to the *Chronicle's* proprietary list of over **85,000** targeted recipients.



- The digital version of *The Chronicle of the Horse* is emailed to over **7,000** paid subscribers.
- Advertisements in the digital edition of the *Chronicle* include a hyperlink to any website or email address for added exposure and engagement with your brand.



## MOBILE APPLICATION

# *The* CHRONICLE *of the* HORSE

The Chronicle of the Horse • P.O. Box 46, Middleburg, VA 20118 • 540.687.6341 • [www.chronofhorse.com](http://www.chronofhorse.com)

**The *Chronicle* audience is on the move. Reach them everywhere they go with the new *Chronicle of the Horse* mobile app!**



The brand new *Chronicle of the Horse* application is available for Apple, Amazon, Android and Google Play. This **free** application gives subscribers a mobile platform for viewing their issues and non-subscribers can preview new issues and **subscribe** right from the app.

The app updates automatically when new issues are published and gives subscribers access to more than **two years** of archived issues.

Enhance your digital advertising experience with mobile options. Advertisers can:

- Insert multiple web links into a single ad space
- Add social media links to drive readers to up to three social networking sites
- Embed videos that can play with a click or auto-play when a reader flips to your ad

Banner advertising is available on the *Chronicle* app home screen. This banner is designed to fit on any device and is immune to any ad blocking technology.



Link directly to your ad in their favorite magazine or to a website of your choosing.

*\*Detailed reporting is available on all digital advertising options upon request*



# 2016 EDITORIAL CALENDAR

## The CHRONICLE of the HORSE

The Chronicle of the Horse • P.O. Box 46, Middleburg, VA 20118 • 540.687.6341 • www.chronofhorse.com

*The Right Magazine at the Right Time*

PUBLICATION DATE	2016 EDITORIAL FOCUS	AD DEADLINE
Jan 11	2015 Year-End Review	Dec 25
Jan 25	Masters Class Special	Jan 8
Feb 1	American Horses In Sport	Jan 15
Feb 15	Indoor Winter Shows	Jan 29
Feb 22	Spring Horse Care ①	Feb 5
Mar 7	Sport Horse Breeding	Feb 19
Mar 21	Horse Show	Mar 4
Apr 4	Show Jumping	Mar 18
Apr 11	World Cup Results	Mar 25
Apr 25	Rolex Kentucky Preview	Apr 8
May 2	Spring Horse Shows ①	Apr 15
May 16	Rolex Kentucky Results	Apr 29
May 30	Intercollegiate & IHSA Championships	May 13
Jun 6	Dressage	May 20
Jun 20	Devon ①	Jun 3
Jul 4	Junior and Pony	Jun 17
Jul 11	Amateur Rider	Jun 24
Jul 25	Eventing	Jul 8
Aug 1	Olympic Preview	Jul 15
Aug 15	USHJA Hunter Derby Championship Preview	Jul 29
Aug 29	Olympic Dressage & Eventing Results ①	Aug 12
Sep 5	Olympic Show Jumping Results	Aug 19
Sep 19	Fall Horse Care	Sep 2
Sep 26	Olympic Analysis	Sep 9
Oct 3	Central Park Horse Show	Sep 16
Oct 17	Dressage at Devon	Sep 30
Oct 24	Capital Challenge	Oct 7
Nov 7	Pennsylvania National ①	Oct 21
Nov 14	Washington International	Oct 28
Nov 21	National Horse Show	Nov 4
Nov 28	Foxhunting	Nov 11
Dec 12	Stallion	Nov 18
Dec 19	Equitation	Dec 2
Dec 26	Holiday Special ①	Dec 9

① Untacked publication date

\* Above dates are tentative and subject to change





# PRINT AD SIZES

# The CHRONICLE of the HORSE

The Chronicle of the Horse • P.O. Box 46, Middleburg, VA 20118 • 540.687.6341 • [www.chronofhorse.com](http://www.chronofhorse.com)

Effective January 1, 2015

**PREFERRED POSITIONS (WHEN AVAILABLE):** Special and premium positions can be guaranteed for 15% additional. Premium positions include inside covers, and all pages up to and including the table of contents. Placement requests will be considered but not guaranteed without 15% additional.

## MECHANICAL AND DIGITAL FILE SPECIFICATIONS

**The Chronicle of the Horse: Trim Size:** 8.25" x 10.75", **Bleed Size:** 8.5" x 11", (allow .5" safety margin for all vital material)

**Digital Files** are accepted only if compatible, and only if the advertiser bears responsibility for reproductive quality. Non-compatible files may forfeit camera-ready discounts, and incur conversion charges. Changes, revisions, conversions billed at \$60/hour. One hour minimum. Each additional 15 minutes billed at \$15. Print-ready artwork MUST be at 300 dpi in PDF, TIF or JPG formats. Digital photographs also MUST be at 300 dpi in PDF, TIF or JPG formats.

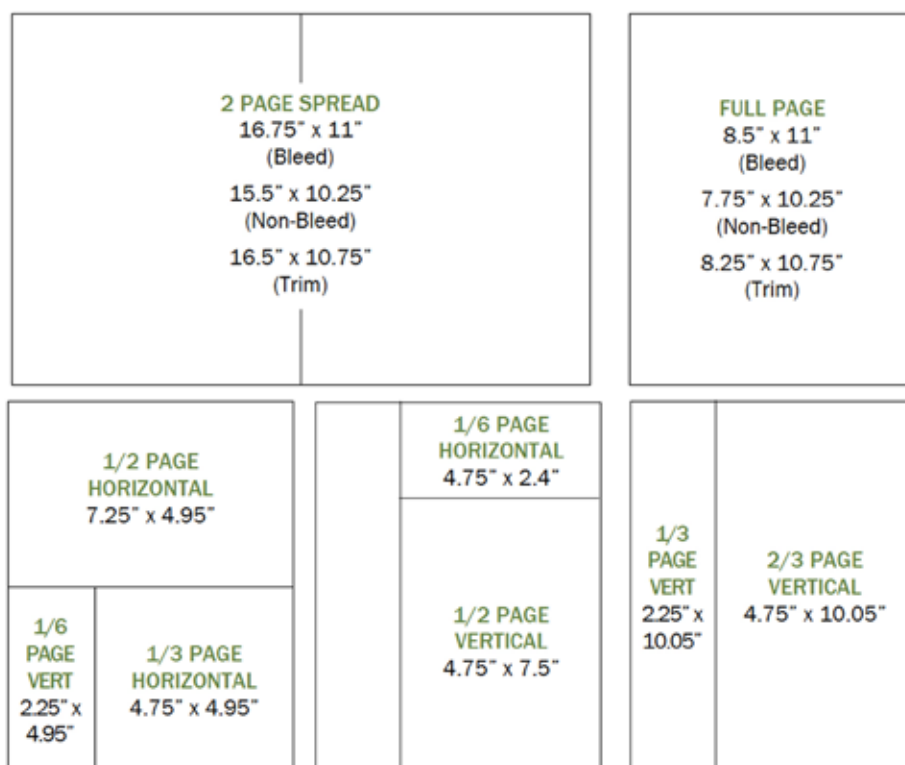
## ISSUE DEADLINES

**Published Monday. All display space reservations and material must be received by Friday, 17 days prior to the publication date.**

**Artwork sent by a courier service such as UPS or FedEx must be delivered to:**

The Chronicle of the Horse,  
108 The Plains Road  
Middleburg, VA 20117

## DIMENSIONS: THE CHRONICLE OF THE HORSE



## MARKETPLACE

Available sizes:

### PREMIUM MARKETPLACE

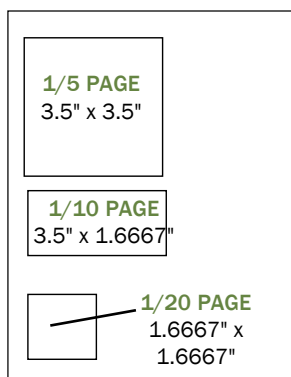
1/5 - 3.5" x 3.5"

### FEATURED MARKETPLACE

1/10 - 3.5" x 1.6667"

### STANDARD MARKETPLACE

1/20 - 1.6667" x 1.6667"



# BANNER AD SIZES

# The CHRONICLE of the HORSE

The Chronicle of the Horse • P.O. Box 46, Middleburg, VA 20118 • 540.687.6341 • www.chronofhorse.com

Effective January 1, 2015



## 1 LEADERBOARD

**SPECS: 728 X 90**

Above the fold, ROS (except homepage)

## 2 ROS-1

**SPECS: 300 X 250**

1st position, above the fold

## 3 ROS-2

**SPECS: 300 X 250**

2nd position, top of ad just above the fold

## 4 SKYSCRAPER

**SPECS: 300 X 600**

Below the fold, ROS (except homepage)

## 5 CONTENTBOARD

**SPECS: 600 X 90**

Breaks content areas (except homepage)



## 6 FORUM BOX

**SPECS: 300 X 100**

Below the fold, on forum pages only

## ONLINE ADVERTISING SPECIFICATIONS

**JPEG, GIF and PNG files:**

File size max 500K. Border 1 px.

**Flash files:**

File size max 500K. Click tracking uses the "clickTAG" naming convention.

Fallback static image of same size, no larger than 50K. Flash version 10.1 or lower.

Loops must stop after 30 seconds and ads must be 20 frames per second or slower.

If sending an animated ad, also send a static version for mobile devices.

Notes: ROS = your ad will run across the site in the same location on each page and rotate evenly. Your ad will rotate through the placement purchased with other advertisers for the minimum impressions guaranteed above. Pricing is based off 20% share of voice per page.

**CALL FOR DIGITAL AND PRINT PACKAGE RATES.**



## UNTACKED AD SIZES

# UnTACKED

The Chronicle of the Horse  
P.O. Box 46, Middleburg, VA 20118  
540.687.6341 • [www.chronofhorse.com](http://www.chronofhorse.com)

### DIMENSIONS: UNTACKED

<p><b>2 PAGE SPREAD</b> 18.25" x 11.125" (Bleed)</p> <p>17" x 9.875" (Non-Bleed)</p> <p>18" x 10.875" (Trim)</p>	<p><b>FULL PAGE</b> 9.25" x 11.125" (Bleed)</p> <p>8" x 9.875" (Non-Bleed)</p> <p>9" x 10.875" (Trim)</p>	<p><b>1/2 PAGE HORIZONTAL</b> 8" x 4.75" (Non-Bleed)</p>	<p><b>1/3 PAGE VERT</b> 2.375" x 9.875"</p>
--	---	--	---

### Mechanical and Digital File Specifications

**Digital Files** are accepted only if compatible, and only if the advertiser bears responsibility for reproductive quality. Non-compatible files may forfeit camera-ready discounts, and incur conversion charges. Changes, revisions, conversions billed at \$60/hour. One hour minimum. Each additional 15 minutes billed at \$15.

**Print-ready artwork** MUST be at 300 dpi in PDF, TIF or JPG formats. Digital photographs also MUST be at 300 dpi in PDF, TIF or JPG formats.



## EDITORIAL CALENDAR 2016

### January/February 2016

Publish date: 12/21/15 **AD Deadline: 11/20/15**

### March/April 2016

Publish date: 2/22/16 **AD Deadline: 1/22/16**

### May/June 2016

Publish date: 5/2/16 **AD Deadline: 4/1/16**

### July/August 2016

Publish date: 6/20/16 **AD Deadline: 5/20/16**

### September/October 2016

Publish date: 8/29/16 **AD Deadline: 7/29/15**

### November/December 2016

Publish date: 11/7/16 **AD Deadline: 10/7/16**

#### Alison Thayer

Advertising Director

Office: 540.687.4906

Cell: 804.539.2004

[alison@chronofhorse.com](mailto:alison@chronofhorse.com)

#### Laura Honohan

Account Manager

540.687.4918

[class@chronofhorse.com](mailto:class@chronofhorse.com)

#### Linda Andersen

Account Manager

Office: 603.718.1478

Cell: 978.807.7640

[linda@chronofhorse.com](mailto:linda@chronofhorse.com)

#### Beth Honcharski

Advertising Production Manager

540.687.4921

[bethh@chronofhorse.com](mailto:bethh@chronofhorse.com)





## TESTIMONIALS

# *The* **CHRONICLE** *of the* **HORSE**

The Chronicle of the Horse • P.O. Box 46, Middleburg, VA 20118 • 540.687.6341 • [www.chronofhorse.com](http://www.chronofhorse.com)

**Loyal Readers = Loyal Customers**  
**Over 600 advertisers each year choose the *Chronicle* to market their products, services, properties, horses and more!**

**“The most important horse magazine in the nation.”**

*David O'Connor*

US Eventing Coach & Former USEF President  
2000 Olympic Gold Medalist Individual Eventing

**“I have started every week with the *Chronicle* since 1950.”**

*George Morris*

USET Show Jumping Chef d'Equipe (2005-2012)  
1960 Olympic Silver Medalist Team Show Jumping

*David O'Connor* Subscriber for more than 30 years.



**“Required reading for any dressage rider.”**

*Robert Dover*

Four-time Olympic Bronze Medalist Team Dressage

**“I can't imagine any serious competitor not getting it.”**

*Don Stewart, Jr.*

Leading Show Hunter Trainer

**“I have subscribed for 20 years. It's how I stay informed.”**

*Gina Miles*

2008 Olympic Silver Medalist Individual Eventing

*Teri Kessler* Subscriber for 30 years.



CONTACT US

# *The* **CHRONICLE** *of the* **HORSE**

The Chronicle of the Horse • P.O. Box 46, Middleburg, VA 20118 • 540.687.6341 • [www.chronofhorse.com](http://www.chronofhorse.com)



**For information about advertising with the Chronicle please contact:**

**Alison Thayer**

Advertising Director

Office: 540.687.4906

Cell: 804.539.2004

**[alison@chronofhorse.com](mailto:alison@chronofhorse.com)**

**Linda Andersen**

Account Manager

Office: 603.718.1478

Cell: 978.807.7640

**[linda@chronofhorse.com](mailto:linda@chronofhorse.com)**

**Laura Honohan**

Account Manager

Office: 540.687.4918

**[class@chronofhorse.com](mailto:class@chronofhorse.com)**

**Beth Honcharski**

Advertising Production Manager

540.687.4921

**[bethh@chronofhorse.com](mailto:bethh@chronofhorse.com)**

