



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

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

540.687.6341 | [advertise@coth.com](mailto:advertise@coth.com)  
[www.coth.com](http://www.coth.com)

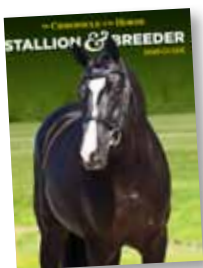


# PRODUCTS

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

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

Reach an audience of over **1.35 MILLION EQUESTRIANS** with  
*The Chronicle of the Horse* media network.



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

- Published 34 times annually
- News, national and international competition coverage, analysis, personalities, in-depth features and opinions, stunning photography and much more!
- Winner of 13 American Horse Publication awards in 2016

### *Un***TACKED**

- Published 6 times annually
- Included with a *Chronicle* subscription
- Personalities, travel, history, fashion, technology, lifestyle, stunning photography and more!
- Winner of 4 American Horse Publication awards in 2016

### **COTH.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!

### **Social Media**

- 390,000+ Facebook fans
- 57,000+ Instagram followers
- 35,000+ Twitter followers
- 5,000+ Pinterest followers

### **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

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*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 14,000 paid subscribers, and a reach of over 43,000\* is read by 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	2.8
Age 25-44	16.7
Age 45-54	25.4
Age 55-64	36.2
Age 65+	18.9

### 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

### BUYING HABITS

Sought More Information On An Advertised Product	79.4%
Purchased An Advertised Product	42%

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



## WEBSITE AUDIENCE

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**Launched in 1998, coth.com is the  
#1 non-racing equine website in the world  
and the #3 equine website overall.**

ALEXA RESEARCH

### COTH.COM USERS

- COTH.com users have an average household income exceeding **\$117,000** annually.
- 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 OCTOBER 1, 2016

- Over **8.4** million visitors in 2015
- Average over **700,000** users each month
- Average over **6.4** million page views per month
- **38.9%** 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

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

### SOCIAL MEDIA AS OF OCTOBER 1, 2016

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



### JOIN OUR COMMUNITY!



390,000+ followers



57,000+ followers



35,000+ followers



5,000+ followers

### EMAIL NEWSLETTERS

- Our fun and extremely popular *Missed It! Mondays* newsletter sends to the *Chronicle's* proprietary list of over **100,000** targeted recipients.



- The digital version of *The Chronicle of the Horse* is emailed to all opt-in paid subscribers with an average open rate of 35%.
- 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.





# 2017 EDITORIAL CALENDAR

# The CHRONICLE of the HORSE

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

## Competition. Conversation. Community. The Chronicle.

PUBLICATION DATE	2017 EDITORIAL FOCUS	AD DEADLINE
Jan 16	2016 Year-End Review	Dec 30
Jan 23	Masters Class Special	Jan 6
Feb 6	American Horses In Sport	Jan 20
Feb 20	Sport Horse Breeding	Feb 3
Feb 27	Legends & Traditions ①	Feb 10
Mar 6	Spring Horse Care	Feb 17
Mar 20	World Cup Preview	Mar 3
Mar 27	Horse Show	Mar 10
Apr 3	Show Jumping	Mar 17
Apr 17	World Cup Results	Mar 31
Apr 24	Rolex Kentucky Preview	Apr 7
May 1	Spring Horse Shows ①	Apr 14
May 15	Rolex Kentucky Results	Apr 28
May 29	Intercollegiate	May 12
Jun 5	Dressage	May 19
Jun 19	Clinic Connection ①	Jun 2
Jul 3	Junior & Pony	Jun 16
Jul 10	Eventing	Jun 23
Jul 24	Reader's Choice	Jul 7
Aug 7	Amateur Rider	Jul 21
Aug 14	USHJA Hunter Derby Championships Preview	Jul 28
Aug 21	Innovations ①	Aug 4
Sep 4	Foxhunting	Aug 18
Sep 18	Fall Horse Care	Sep 1
Sep 25	80th Anniversary - Commemorative Edition	Sep 8
Oct 9	Central Park Horse Show	Sep 22
Oct 16	Dressage At Devon	Sep 29
Oct 23	Capital Challenge ①	Oct 6
Nov 6	Pennsylvania National	Oct 20
Nov 13	Washington International	Oct 27
Nov 27	National	Nov 10
Dec 11	Equitation	Nov 24
Dec 18	Stallion	Nov 24
Dec 25	Holiday Special ①	Dec 8

① Untacked publication date. Untacked deadlines are one month prior to publication date.

\* Above dates are tentative and subject to change



## PRINT AD SIZES

# The CHRONICLE of the HORSE

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Effective October 1, 2016

**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.

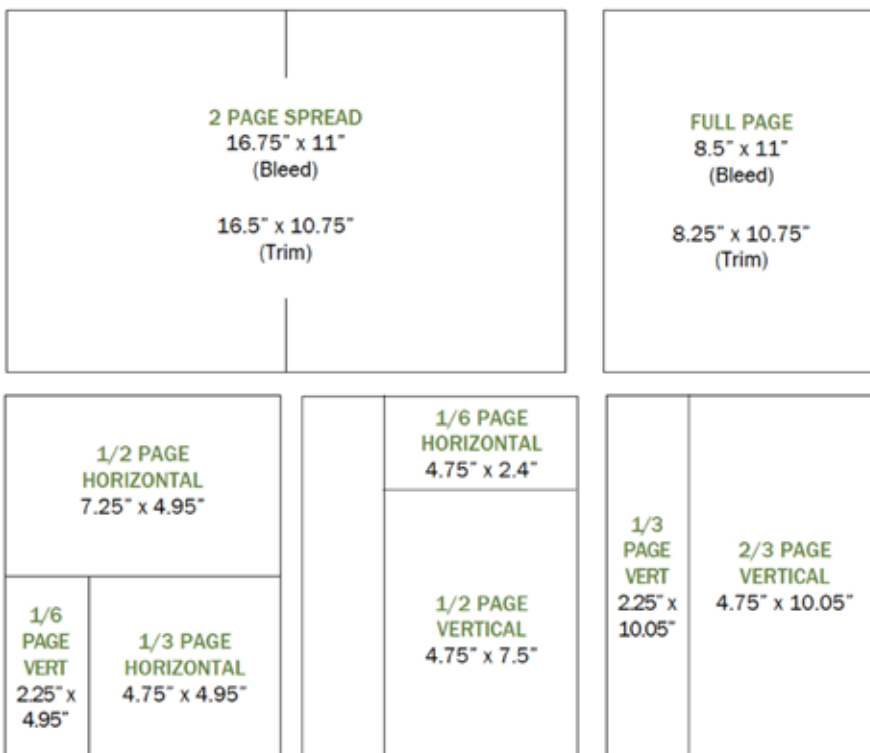
### ISSUE DEADLINES

**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

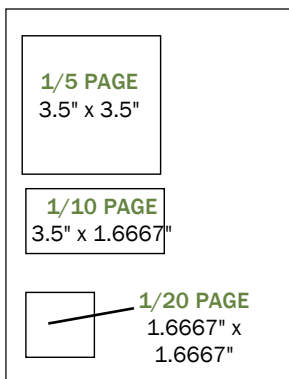
1/5 - 3.5" x 3.5"

### FEATURED MARKETPLACE

1/10 - 3.5" x 1.6667"

### STANDARD MARKETPLACE

1/20 - 1.6667" x 1.6667"



# BANNER RATE CARD

# The CHRONICLE of the HORSE

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

Effective March 1, 2017

## 1 LEADERBOARD

**SPECS: 728 X 90**

ROS except homepage, all devices

## 2 ROS-1

**SPECS: 300 X 250**

ROS, all devices

## 3 ROS-2

**SPECS: 300 X 250**

ROS, all devices

## 4 SKYSCRAPER

**SPECS: 300 X 600**

ROS, all devices

## 5 CONTENTBOARD

**SPECS: 600 X 90**

Bottom of article pages, all devices

## 6 7 ROS-3 & ROS-4

**SPECS: 300 X 250**

ROS, all devices

## 8 3:1 RECTANGLE

**SPECS: 300 X 100**

ROS, all devices

## ★ ROS-ALL

Select multiple sizes and ads will rotate through all available positions.

**SPECS: 300 X 250, 300 x 600, 300 x 100, 728 x 90, 600 x 90**

All devices

\* Production charges not included  
\*\*Device and geo-targeting available for 15% additional



## 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. Ads will rotate through the placement purchased with other advertisers for the minimum impressions guaranteed above.

**CALL FOR INTEGRATED 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.coth.com](http://www.coth.com)

### DIMENSIONS: UNTACKED

<p><b>2 PAGE SPREAD</b> 18.25" x 11.125" (Bleed)</p> <p>18" x 10.875" (Trim)</p>	<p><b>FULL PAGE</b> 9.25" x 11.125" (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>
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### 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.

### 2017 CALENDAR

#### Jan/Feb 2017

Publish date: 12/26/16 **AD Deadline: 11/25/16**

#### Mar/Apr 2017

Publish date: 2/27/17 **AD Deadline: 1/27/17**

#### May/Jun 2017

Publish date: 5/1/17 **AD Deadline: 3/31/17**

#### Jul/Aug 2017

Publish date: 6/19/17 **AD Deadline: 5/19/17**

#### Sep/Oct 2017

Publish date: 8/21/17 **AD Deadline: 7/21/17**

#### Nov/Dec 2017

Publish date: 10/23/17 **AD Deadline: 9/22/17**

#### Jan/Feb 2018

Publish date: 12/25/17 **AD Deadline: 11/24/17**



### IF YOU ARE INTERESTED IN ADVERTISING IN UNTACKED, CONTACT:

#### Alison Thayer

Advertising Director  
Office: 804.784.2726  
Cell: 804.539.2004  
[athayer@coth.com](mailto:athayer@coth.com)

#### Linda Andersen

Account Manager  
Office: 603.718.1478  
Cell: 978.807.7640  
[landersen@coth.com](mailto:landersen@coth.com)

#### Laura Honohan

Account Manager  
Office: 540.687.4918  
[lhonohan@coth.com](mailto:lhonohan@coth.com)

#### Caitlin Calder

Account Manager  
Office: 540.687.4926  
[ccalder@coth.com](mailto:ccalder@coth.com)

#### Beth Honcharski

Ad Production Manager  
Office: 540.687.4921  
[bhoncharski@coth.com](mailto:bhoncharski@coth.com)



## TESTIMONIALS

# The CHRONICLE of the HORSE

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## 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

*George Morris - Subscriber for more than 65 years.*



**The *Chronicle* delivers the best in exposure and RESULTS. Here's what our advertisers have to say about making The *Chronicle* Media Network their first choice for their marketing success.**



"Blue Bridle Insurance Agency has been an advertiser in *The Chronicle of the Horse* for many years. Our stats support the fact that this publication is a great source of new business for our agency. That says a lot for the popularity of the COTH!" -Joan Booth



"We love using the *Chronicle* as it is the premiere magazine for professional riders worldwide. The history of the *Chronicle* and how it has evolved is wonderful! Most of my clients prefer to use the *Chronicle* as the readers are the correct prospects for our footing products!"  
- Cynthia Brewster-Keating



"This [advertisement] will give us great exposure, and we are thrilled! As always, we appreciate the many ways in which you accommodate Hadfield's and we look forward to working together on future issues."  
- Susan Cahill



"Advertising and media packages can be somewhat daunting and difficult to understand, but when you deal with this team, they make handling your company needs a priority. The team at *The Chronicle* are thoughtful, detailed oriented and treat you like part of their family. We enjoy working directly with them and know that they always have the best intentions for our company. Customer service at its best!" - Jackie Eckert

CONTACT US

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

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[athayer@coth.com](mailto:athayer@coth.com)

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