

.....  
**Official Publication**  
*of the*  
**2018 FEI World  
Equestrian Games**  
.....



ARND BRONKHORST PHOTO

*The* **CHRONICLE** *of the* **HORSE**  
*America's leading resource for sport horse news since 1937.*

**2018 MEDIA KIT**

COMPETITION



CONVERSATION



COMMUNITY

*The*  
**CHRONICLE**

# The Chronicle Of The Horse

- Published 24 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



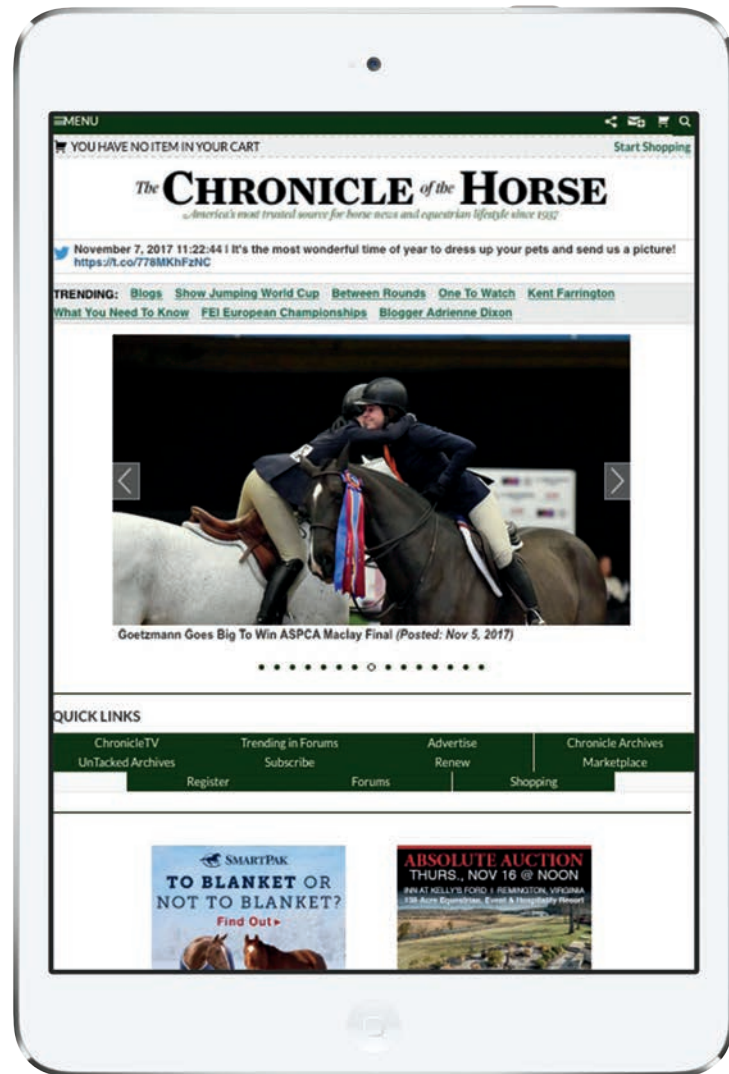
## Untacked

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

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.

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

*– Accelara Research*



## **COTH.com**

**10 million+**

users in 2017

**850,000+**

users each month

**5.8 million+**

page views each month

**43.8%**

of users are new users

**3 pages+**

per visit

## **Social Media**

**400,000+**

Facebook followers

**75,000+**

Instagram followers

**38,000+**

Twitter followers

## **Email Newsletter**

**110,000+**

Subscribers to Missed it! Monday weekly newsletter

**9,000+**

Paid opt-in subscribers receive digital editions of the Chronicle and Untacked with an average open rate of

**35%**

Launched in 1998, **COTH.com** is the **#1 non-racing equine website** in the world, and the **#3 equine website overall**, with up-to-the-minute news and competition results, columns, blogs, features, digital issue archive, classifieds and more.

\*Alexa Rankings

## Buying Habits

Sought more information  
on a product:

**79.4%**

PRINT READERS

**85%**

DIGITAL AUDIENCE

Purchased an  
advertised product:

**42%**

PRINT READERS

**33%**

DIGITAL AUDIENCE

## Demographics

**50.6**

AVERAGE AGE

**\$1,296,000**

AVERAGE HH NET WORTH

**\$173,200**

AVERAGE HHI

**94.7%**

FEMALE

## Affluence

**19.4%**

HHI  
OVER \$350,000

**23.7%**

HH NET WORTH  
OVER \$1,500,000

**10.1%**

HH NET WORTH  
OVER \$3,000,000



# AUDIENCE DEMOGRAPHICS

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



## Riding Level

**91.3%**

EXPERIENCED RIDERS

**78.9%**

RODE IN COMPETITION  
LAST YEAR

**8.2**

AVERAGE TIMES  
COMPETED ANNUALLY

## Horse Ownership

**3.17**

AVERAGE NUMBER OF  
HORSES OWNED

**84.7%**

READERS OWNING ONE  
OR MORE HORSES

## Discipline

**46.6%** HUNTERS

**39.4%** DRESSAGE

**33.2%** JUMPERS

**25.7%** EVENTING

**14.8%** FOX HUNTING

\*Accelara Research

# 2018 EDITORIAL CALENDAR

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

## January

**January 15**  
Year-End Review  
**Deadline: 12/29**

**January 29**  
Legends & Traditions  
**Deadline: 1/12**

## February

**February 12**  
American Horses in Sport  
**Deadline: 1/26**

**February 26**  
Mar/Apr **Untacked**  
**Deadline: 2/2**

**February 26**  
Sport Horse Breeding  
**Deadline: 2/9**

## March

**March 12**  
Spring Horse Care  
**Deadline: 2/23**

**March 26**  
Horse Show  
**Deadline: 3/9**

## April

**April 9**  
Show Jumping  
**Deadline: 3/23**

**April 23**  
Kentucky 4\* Preview  
**Deadline: 4/6**

## May

**May 7**  
May/June **Untacked**  
**Deadline: 3/30**

**May 7**  
Thoroughbred  
**Deadline: 4/20**

**May 21**  
Kentucky 4\* Results  
**Deadline: 5/4**

## June

**June 4**  
Dressage  
**Deadline: 5/18**

**June 18**  
Jul/Aug **Untacked**  
**Deadline: 5/25**

**June 18**  
Amateur  
**Deadline: 6/1**

## July

**July 2**  
Junior & Pony  
**Deadline: 6/15**

**July 23**  
Eventing  
**Deadline: 7/6**

## August

**August 6**  
Derby Championships  
Preview  
**Deadline: 7/20**

**August 20**  
Sept/Oct **Untacked**  
**Deadline: 7/27**

**August 20**  
Readers' Choice  
**Deadline: 8/3**

## September

**September 3**  
WEG Preview  
**Deadline: 8/17**

**September 24**  
Fall Horse Care  
**Deadline: 9/7**

## October

**October 8**  
WEG Results  
**Deadline: 9/21**

**October 22**  
Nov/Dec **Untacked**  
**Deadline: 9/28**

**October 22**  
Intercollegiate  
**Deadline: 10/5**

## November

**November 5**  
Foxhunting  
**Deadline: 10/19**

**November 19**  
Equitation  
**Deadline: 11/2**

## December

**December 10**  
Stallion  
**Deadline: 11/23**

**December 24**  
Jan/Feb **Untacked**  
**Deadline: 11/30**

**December 24**  
Holiday  
**Deadline: 12/7**

All 24 issues of the Chronicle & Untacked will have bonus distribution at select shows and events, including the

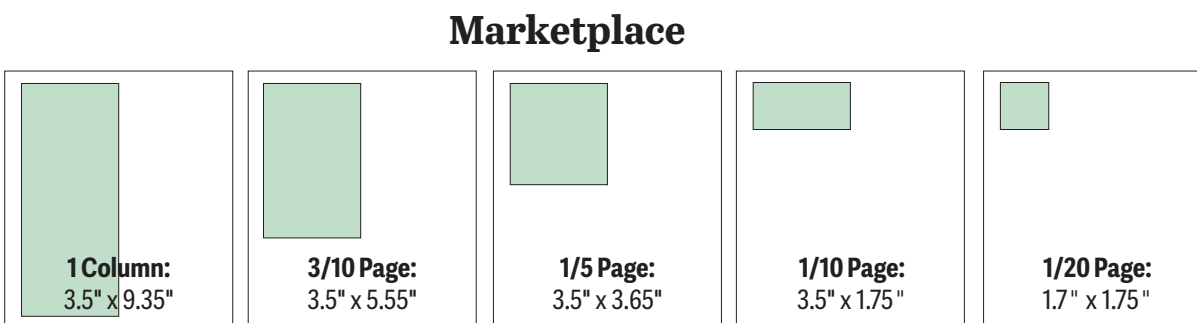
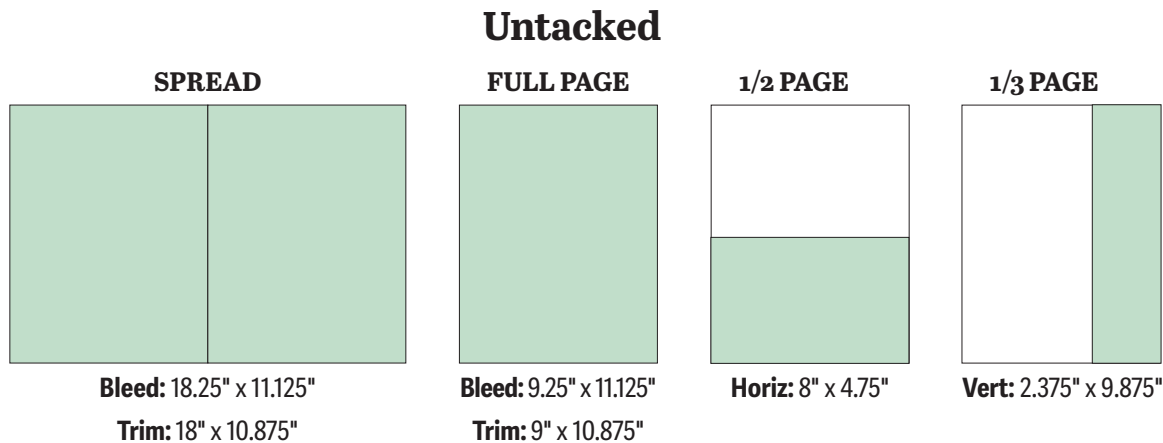
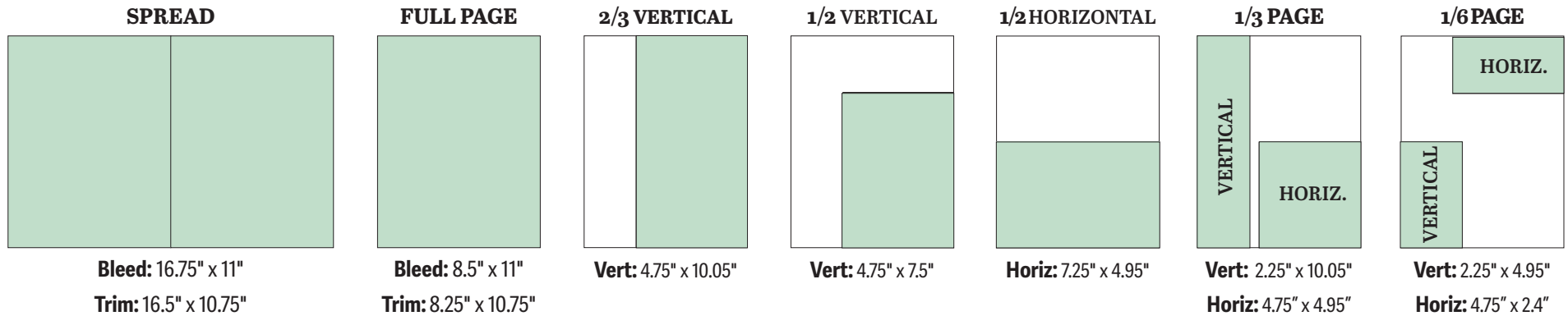
- 2018 FEI World Equestrian Games
- Adequan Global Dressage Festival
- Land Rover Kentucky Three-Day Event
- Rolex Central Park Horse Show

- Dressage At Devon
- Washington International Horse Show

- Winter Equestrian Festival

and many more.

## The Chronicle of the Horse



### 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. High impact placements available. Contact your sales rep for details and pricing.

### MECHANICAL & 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)

#### Untacked:

**TRIM SIZE:** 9" x 10.875"

**BLEED SIZE:** 9.25" x 11.125"

(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.



# DIGITAL BANNER SIZES

**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



 **Facebook Static Photo:** 1200 x 627  
**Facebook Photo Link:** 630 x 630  
**Facebook Video:** 504 x 283

**FACEBOOK:** Advertiser provides all copy, one photo or video and a click through URL. The Chronicle will provide a standard post to one social media platform. Posts can be promoted or "boosted" on Facebook at the advertiser's expense. Content must be submitted at least one week prior to publish date. Send files via Dropbox or WeTransfer to [athayer@coth.com](mailto:athayer@coth.com).

 **Twitter Post:**  
 440 x 220 pixels. Limited to 280 characters including link. Image may effect character count.

 **Instagram Post:**  
 1080 x 1080 pixels

 **Email Newsletter Ad:** 600 x 90 pixels  
**Dedicated Email Blast:** 550 pixels wide, no height limit

## ONLINE ADVERTISING SPECIFICATIONS

**JPEG, GIF, PNG AND HTML5 FILES:** File size max 500K. Border 1 px.  
**THIRD PARTY CREATIVE:** Must be served with https secure protocol.  
 Not available for social media or email ads.

Advertiser provides digital JPEG or PNG file and URL for click through link. Chronicle design services are available for a rate of \$60/hour. One hour minimum. Each additional 15 minutes billed at \$15. Files must be submitted one week prior to start date.

*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.**

# ADVERTISING RATES

## THE CHRONICLE OF THE HORSE

SIZE (per insertion)	OPEN	6 TIMES	12 TIMES	24 TIMES
<b>2-PAGE SPREAD</b>	\$3,310	\$3,085	\$2,755	\$2,095
<b>FULL PAGE</b>	1,655	1,545	1,380	1,045
<b>2/3 PAGE</b>	1,105	1,025	915	695
<b>1/2 PAGE</b>	880	825	735	555
<b>1/3 PAGE</b>	680	635	565	495
<b>1/6 PAGE</b>	455	420	380	335
<b>COVERS</b>				
<b>COVER 4</b>	3,500	3,250	3,000	-
<b>COVER 2</b>	2,200	2,000	1,800	-

## DIGITAL BANNER ADS

SIZE	100K IMPS	250K IMPS	500K IMPS	1 MIL IMPS
<b>LEADERBOARD</b>	\$700	\$1,625	\$2,875	\$4,000
<b>ROSI</b>	800	1,800	3,000	5,000
<b>ROSII</b>	700	1,625	2,875	4,000
<b>SKYSCRAPER</b>	700	1,625	2,875	4,000
<b>CONTENTBOARD</b>	300	475	650	900
<b>ROS III &amp; IV</b>	400	900	1,400	2,500
<b>3:1 RECTANGLE</b>	200	375	550	800
<b>ROS ALL</b>	525	1,200	2,000	3,000

\* Production charges not included

\*\*Device and geo-targeting available for 15% additional

## UNTACKED

SIZE (per insertion)	OPEN	3 TIMES	6 TIMES
<b>2-PAGE SPREAD</b>	\$4,000	\$3,500	\$3,000
<b>FULL PAGE</b>	2,000	1,750	1,500
<b>1/2 PAGE</b>	1,200	1,050	900
<b>1/3 PAGE</b>	700	615	525
<b>COVERS</b>			
<b>COVER 4</b>	4,000	4,000	4,000
<b>COVER 2</b>	3,000	3,000	3,000

## SOCIAL MEDIA

PRODUCT	OPEN	6 TIMES	12 TIMES
<b>Facebook Post</b>	\$600	\$500	\$400
<b>Twitter or Instagram Post</b>	400	300	200

## EMAIL NEWSLETTER

PRODUCT	OPEN	6 TIMES	12 TIMES
<b>DEDICATED EMAIL BLAST</b>	\$7,500	-	-
<b>MISSED IT MONDAY TOP</b>	700	650	600
<b>MISSED IT MONDAY 2</b>	500	475	450
<b>MISSED IT MONDAY 3</b>	400	375	350
<b>ISSUE IS READY</b>	250	225	200

## 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  
Former USEF President  
2000 Olympic Gold Medalist Individual Eventing



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

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



“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



“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



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



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