

THE PLAID HORSE

NORTH AMERICA'S HORSE SHOW MAGAZINE • PUBLISHED SINCE 2003

**MEDIA KIT
2027**



MTM Sandwich and
The Plaid Horse
Owner & Publisher
Piper Klemm at
the 2025 Devon
Horse Show

THE PLAID HORSE MEDIA KIT • EMAIL PIPER@THEPLAIDHORSE.COM • VISIT THEPLAIDHORSE.COM

Dear Advertisers,

Welcome to the Media Kit for *The Plaid Horse*! Advertising with *The Plaid Horse* has been an unparalleled value proposition for the last 23 years. It is what has made us successful. We are expanding both our print and digital reach daily, while keeping our core affordability. We want to include *you* in our growth and success.

Our readers are well-educated, have a high disposable income, and a passion for horses. Go to a show and watch people leaf through *The Plaid Horse* magazine—your message is literally in the hands of your target market. *The Plaid Horse* partners with the right advertisers in the right place at the right time in the hands of the right people, creating an ideal marriage for any advertiser.

As North America's Premier Horse Show Magazine, *The Plaid Horse* reaches a national market from the multi-week circuit competitions of Showplace Productions (IL, MN), and HITS (FL, NY, VA); to the traditional classics of Devon (PA), and Pin Oak Charity (TX).



The Plaid Horse appeals to horse show attendees everywhere from the USEF Premiere level to local schooling shows and IEA & IHSA competition.

The Plaid Horse is an all-glossy print publication offering more opportunity and high-quality exposure to our advertisers while keeping our signature affordability-in-sizing options.

We continue to increase our connect-ion to readers through our website, mailing list, and social media with the inclusion of current horse show news, news about our advertisers, and informative articles. Facebook, Instagram, and Twitter all display content from our advertisers.

We have the target market, we have their attention, and we have the geography—all at a fraction of other advertising offerings. Reserve your advertising space today by phone or email!

Sincerely,

A handwritten signature in grey ink that reads "Piper Klemm".

Piper Klemm, Ph.D.
THE PLAID HORSE OWNER & PUBLISHER

Follow me on Instagram at [@piperklemm](https://www.instagram.com/piperklemm)
or email me at piper@theplaidhorse.com

ABOUT THE PLAID HORSE

OUR MISSION

The Plaid Horse is a print and digital publishing company providing exceptional coverage for the hunter/jumper/breeding disciplines at reasonable rates.

We support equestrian competitors, horse fans, the general public, and suppliers to the industry through horse show and event coverage, equine articles of interest, and advertisements.

OUR MARKET

Competitors in rated horse shows are members of the United States Equestrian Federation (USEF). Using USEF market research, these participants are part of an upscale market. Hunter/jumper competitors are well-educated, have high disposable income, and have time to use it in pursuit of their passions.

The horse industry is a thriving, complex market with a direct economic impact of \$113 billion per year in the United States. Three million people in the United States own horses and another 12.7 million are involved in the horse industry. Our readers travel frequently, patronize upscale hotels and restaurants, and invest in their passion and their children's interests.

Proudly printed in the USA!



DISTRIBUTION

Last year, *The Plaid Horse* published 10 issues with a circulation minimum of 50,000 printed copies, and an estimated readership of 125,000 per issue through online statistics and print.

- *The Plaid Horse* magazine is distributed at horse shows (rated, unrated, and intercollegiate), hunter/jumper association events, and clinics across the United States and Canada. With over 2,500+ recognized shows in the United States annually, we select the shows with the greatest value for readers and advertisers.
- We are the go-to magazine for everyone at the horse show, from trainers to riders, spectators, and owners.
- Examples of show distribution include: The Devon Horse Show, USEF Pony Finals, all HITS shows, Lake Placid Horse Shows, Washington International Horse Show, The National Horse Show, and Desert International Horse Park.
- Retail tack shops, feed stores, and barns provide additional distribution venues.

DIGITAL MEDIA

Rounding out the print magazine is the digital side of things—our website, ThePlaidHorse.com, and social media.

- Every issue is offered FREE in its entirety on theplaidhorse.com
- News, press releases, and other media are made available on theplaidhorse.com and social media.
- Our advertisers have a strong presence on LinkedIn, Facebook, Instagram, TikTok and Threads.
- The Plaid Horse has 95,600+ followers on Instagram and 85,000+ on Facebook.

PLAIDCAST in PERSON

HOSTED BY PIPER KLEMM PH.D.

Plaidcast in Person, a live recording event of the Plaidcast, gives attendees the opportunity to engage directly with standout voices, hear personal insights from panelists in real time, and take part in an interactive conversation that blends sport, career, horsemanship, and lifestyle in the modern equestrian world. Tickets are free and everyone is welcome to attend and participate in the conversation.



Find more information on tickets and future dates at theplaidhorse.com/plaidcast

2027 ISSUE SCHEDULE

SCHEDULE SUBJECT TO CHANGE.

JANUARY

The New Year Issue plus Special Real Estate Section
Ads & articles due **December 1, 2026***
Distribution begins January 1

FEBRUARY

The Breeding Issue
Ads & articles due **January 1***
Distribution begins February 1

MARCH

The Winter Circuit Issue plus Special Real Estate Section
Ads & articles due **Feb 1***
Distribution begins March 1

APRIL

The International Top Sport Issue
Ads & articles due **Mar 1***
Distribution begins April 1

MAY

The Junior Issue plus Special Real Estate Section
Ads & articles due **April 1***
Distribution begins May 1

JUNE

The Investment Issue
Ads & articles due **May 1***
Distribution begins June 1

JULY

The Horse Care Issue plus Special Real Estate Section
Ads & articles due **June 1***
Distribution begins July 1

AUGUST

The Pony Issue
Ads & articles due **July 1***
Distribution begins August 1

SEPTEMBER

The Fashion Issue plus Special Real Estate Section
Ads & articles due **August 1***
Distribution begins September 1

OCTOBER

The Training Issue
Ads & articles due **September 1***
Distribution begins October 1

NOVEMBER

The Hunter Issue plus Special Real Estate Section
Ads & articles due **October 1***
Distribution begins November 1

DECEMBER

The Education Issue
Ads & articles due **November 1***
Distribution begins December 1

PRINT DISTRIBUTION

The Plaid Horse distributes to local tack stores, shows, clinics, events, and is proudly partnered with—including but not limited to:



HITS



The Plaid Horse is proud to support—including but not limited to:



***PAYMENT IS DUE BY THIS DATE.**

All payments made after this date will be subject to additional charges.

The Plaid Horse is a proud member of the American Horse Publications



PRINT ADVERTISING OPTIONS & DETAILS

PRINT AD SIZES AND RATES

PAYMENT IS DUE ON ISSUE DEADLINE DATE.

All payments made after will be subject to additional charges.

SIZE	COST
Two-page spread (full-bleed or non-bleed)	\$1,900
Full page (full-bleed or non-bleed)	\$1,015
Half-page Horizontal (full-bleed or non-bleed) Half-page Vertical (full-bleed or non-bleed)	\$550
1/3- page Vertical (non-bleed <u>only</u>)	\$375
1/4- page Vertical only (non-bleed <u>only</u>) Horizontal format is NOT an option here	\$299
Business Card Horizontal only (non-bleed <u>only</u>) Vertical format is NOT an option here	\$195
Classifieds (text + 1 picture)	\$75
Classifieds (text only)	\$35

SPECIALTY PAGES WHEN AVAILABLE

Back Cover (full-bleed or non-bleed)	\$6,500
Inside Front Cover two-page spread	\$6,500
Centerfold 8-page Gatefold*	\$6,500
Inside Back Cover two-page spread	\$5,500
Front Cover Gatefold and Specialty page upgrades*	Available upon request

COMBINATIONS

Full page + half-page with bleeds*	\$1,500
16-page masterspread	\$7,500

Ads will be posted on The Plaid Horse social media with the entire magazine.

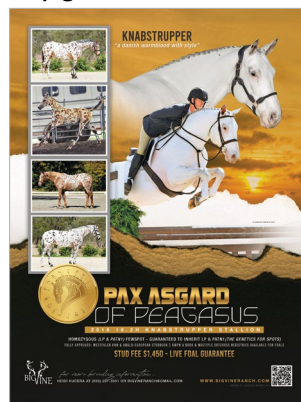
SEE FOLLOWING PAGES FOR MEASUREMENTS AND FILE REQUIREMENTS. You can also find PDF templates, Canva templates and example ads online at [**theplaidhorse.com/advertise.**](https://theplaidhorse.com/advertise)

AD EXAMPLES

Two-page full-bleed spread



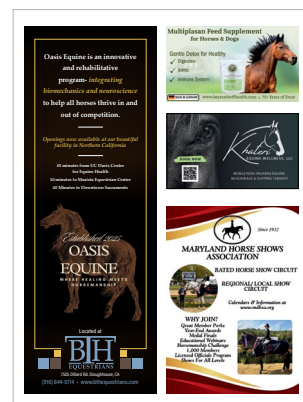
Full page full-bleed ad

**Full page non-bleed ad**

Half-page non-bleed ad (top) and full-bleed ad (bottom)



Business Card ads (top right)
1/4-page ads (bottom)



More example ads of all sizes at theplaidhorse.com/advertise.

PRINT ADVERTISING SPECS

PRINT AD MEASUREMENTS Templates and example ads are available online at theplaidhorse.com/advertise.

AD SIZE All measurements in INCHES	FULL-BLEED ADS TRIM SIZE	FINAL AD SIZE WITH 0.125" BLEEDS	NON-BLEED SIZE (This is also the Safe Area for full-bleed ads)
Two-page spread	16w x 10.75h*	16.25w x 11h*	15.5w x 10.25h*
Full page PLEASE NOTE: Page size is NOT letter-size!	8w x 10.75h	8.25w x 11h	7.5w x 10.25h
Half-page Horizontal	8w x 5.25h	8.25w x 5.5h	7.5w x 4.75h
Half-page Vertical	3.875w x 10.75h	4.125w x 11h	3.375w x 10.25h
1/3-page Vertical <i>(non-bleed only)</i>	N/A	N/A	2.5w x 10.25h
1/4-page <i>(vertical only, non-bleed only)</i>	N/A	N/A	3.375w x 4.75h
Business Card <i>(horizontal, non-bleed only)</i>	N/A	N/A	3.5w x 2h
Classifieds <i>(200 characters of text for both text only and text plus photo)</i>	N/A	N/A	N/A

*Be sure to keep all text/logos/important imagery 0.25" from gutter (center of magazine where left and right pages meet)

FILE SPECIFICATIONS/REQUIREMENTS

- **FILE FORMAT:** PDF files preferred (ideally using the PDF/X-1A:2001 preset where available). High-resolution flattened PSD, JPG or TIF files also accepted.
- **RESOLUTION:** All images used in ad should be high-resolution (300dpi or more at size used), and all logos/graphics should be vector files (EPS or AI files) for optimal reproduction, or used at 300dpi resolution.**
- **COLOR:** All images and colors used in ad must be in CMYK. Ads submitted using RGB or spot colors will be converted to CMYK in-house and may print differently than you intend.**
- **BLEEDS:** All full-bleed ads MUST INCLUDE a 1/8" (0.125") bleed on all 4 sides. This ensures your ad won't have slivers of white along the edges of the printed ad/page. See templates for details. **Ad files submitted without proper bleeds will be run as non-bleed ads.**
- **CROPMARKS:** Do NOT include cropmarks or registration marks. If you choose to include them, be sure they exist OUTSIDE of the bleed area (use 0.25" offset).
- **SAFE AREA:** **Keep all live matter (text, logos, important parts of imagery) 1/4" (0.25") inside trim dimensions on all 4 sides (and away from the gutter for full-spread ads).** Anything in that outer 1/4" (0.25") margin is subject to being partially trimmed off during the page-trimming process. See templates for details.

Please refer to our templates and checklist: theplaidhorse.com/advertise
Ads that don't conform to TPH specs and require in-house revisions may be subject to a design fee of \$100/hour.

FILE SUBMISSION

Submit your ad file (or a link to download the ad file) BY EMAIL to your print representative or to Piper Klemm:
piper@theplaidhorse.com

Templates and additional guidance are available online at theplaidhorse.com/advertise.

For questions or more information, email piper@theplaidhorse.com

**The Plaid Horse does not accept responsibility for any errors and/or mistakes in your ad files, including errors of file size, resolution, color, and/or spelling and type errors.

DISCLAIMER: In submitting an ad file, client represents and warrants that it is the owner of and/or has the right to use and publish the advertising elements (including but not limited to the images, graphics, and language) and that such usage does not violate any law or infringe upon any right of any party.

PRINT ADVERTISING CHECKLIST

Please follow this list to make sure your ad file conforms FULLY to our ad specs. Templates with example ads are available online, as well as instructions and templates specifically for Canva users at theplaidhorse.com/advertise

☐ **HAVE YOU DOUBLE-CHECKED THE SIZE OF YOUR AD TO MAKE SURE IT MATCHES OUR SPECS?**

Please note our page size is NOT the same as letter-size, which is the default page size in many design programs.

☐ **ARE ALL THE IMAGES USED IN YOUR AD AT LEAST 300DPI (HIGH-RESOLUTION) AT 100% OR SMALLER?**

If not, the image could print poorly — this may look like fuzziness, a loss of detail/sharpness, and/or noticeable pixellation. **

☐ **IS ALL OF YOUR TEXT, LOGOS AND IMPORTANT IMAGERY WITHIN THE SAFE AREA?**

Anything in the outer 0.25" (1/4") margin is in danger of being partially cut off or lost in the fold/binding area when the magazine is printed, trimmed and bound.

☐ **FOR FULL-BLEED ADS, DOES YOUR AD CONTAIN THE REQUIRED 0.125" (1/8") BLEED ON ALL 4 SIDES?**

This is 0.125" (1/8") of extended image/background color beyond the TRIM size, and is required to avoid slivers of white space showing around the edge of your ad/page.

☐ **ARE ALL THE COLORS IN YOUR AD IN CMYK? THIS MEANS NO RGB OR SPOT COLORS IN YOUR GRAPHICS AND IMAGERY.**

Ads submitted using RGB or spot colors will be converted to CMYK by The Plaid Horse and may print differently than you intend due to the conversion process. **

☐ **IS YOUR AD SAVED IN THE CORRECT FORMAT?**

We strongly prefer PDF files (use the "PDF/X-1a:2001" preset where available with fonts embedded). PSD, JPG and TIF files are also accepted as long as they are flattened and high-resolution (300dpi).

**** The Plaid Horse does not accept responsibility for any errors and/or mistakes submitted in your ad files, including errors of file size, resolution, color, and/or spelling and content mistakes.**

For a tutorial on the meaning of bleed, trim, and safe area:
trillioncreative.com/differences-between-bleed-trim-safe-area-ads/

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OUR DIGITAL REACH

With a large audience across multiple channels, digital advertising with *The Plaid Horse* will get your business in front of high numbers in various demographics.



THE PLAID HORSE OFFERS:

- Largest targeted marketing to the hunter/jumper community
- Greatest social media client ad exposure of any hunter/jumper magazine
- Most competitively priced advertising and the best value for your budget



FIND THE PLAID HORSE ON:

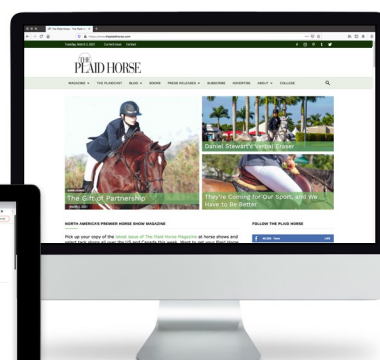
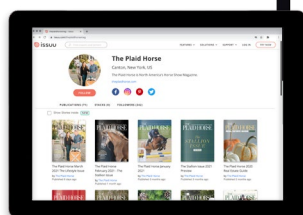
- **Web:** theplaidhorse.com
- **Instagram:** [@theplaidhorsemag](https://www.instagram.com/theplaidhorsemag)
- **Facebook:** [facebook.com/theplaidhorsemag](https://www.facebook.com/theplaidhorsemag)
- **TikTok:** [@theplaidhorsemag](https://www.tiktok.com/@theplaidhorsemag)
- **Threads:** [@theplaidhorsemag](https://www.threads.net/@theplaidhorsemag)
- **YouTube:** [@ThePlaidHorse-r3w](https://www.youtube.com/@ThePlaidHorse-r3w)

WEBSITE, DIGITAL MAGAZINE AND E-NEWSLETTER

Each month, The Plaid Horse reaches

100K+ UNIQUE ENGAGED READERS

through our website, the digital magazine and opt-in e-newsletter subscribers



U.S. WEBSITE AUDIENCE

spread over the entire country, with highest numbers in California, New York, Florida, Illinois, and Texas

INTERNATIONAL AUDIENCE

growing exponentially

95%
of magazine readers visit theplaidhorse.com

400K
Average website monthly impressions (cross-posted)

50 MILLION+
Emails landed in inboxes in 2025



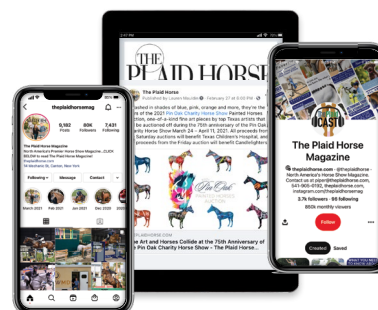
SOCIAL MEDIA INFLUENCE

ACROSS OUR SOCIAL MEDIA PLATFORMS, WE REACH:

812,000+

85K+ Facebook followers (never seen a downtrend)
12K - 800K Organic post reach, per post
4.6 Million Page views a month

User groups include The Plaid Horse Adult Amateur Lounge, The Plaid Horse Professional Collaborative, and The Plaid Horse Thermal Classifieds



95K+ Instagram followers, concentrated in 18-24 and 45-54 age groups

3.2 Million Profile views per month

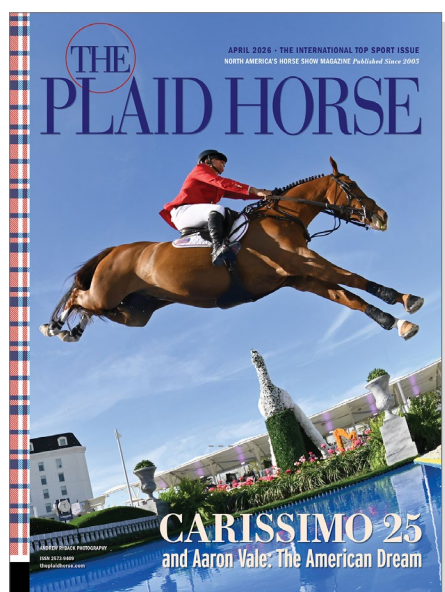
OUR TIKTOK AUDIENCE IS GROWING—FOLLOW US!

7K+ LinkedIn followers

DIGITAL ADVERTISING OPTIONS

The Plaid Horse is a publishing company providing exceptional digital coverage, **ThePlaidHorse.com** on social media for the hunter/jumper/breeding disciplines at reasonable rates, in addition our print coverage.

We support equestrian competitors, horse fans, the general public, and suppliers to the industry through horse show and event coverage, equine articles of interest and advertisements.



Every issue of *The Plaid Horse* is offered FREE in its entirety on theplaidhorse.com

The Plaid Horse has over 95,600 followers on Instagram and 85,000 on Facebook

News, press releases and other media are made available on theplaidhorse.com and social media.

Our advertisers have a strong presence on LinkedIn, Facebook, Instagram, TikTok and Threads

DIGITAL ADVERTISING RATES

WEBSITE ADS, FULL SITE

Featured Header Banner throughout theplaidhorse.com (monthly) 320px wide X 100px high (responsive landscape)	\$19,995
Sidebar Ads throughout theplaidhorse.com (monthly) 1200px wide X 628px high (responsive landscape)	\$3,500

E-BLASTS (85,000+ SUBSCRIBERS)

Single e-blast sent by The Plaid Horse to our mailing list	\$1,550
Group of 10 e-blasts	\$9,995

PODCASTS

20-second commercial	\$499 ea
Pack of 6 20-second commercials	\$2,995
Pack of 24 20-second commercials	\$9,995
Title sponsorship, one episode	\$19,995

INSTAGRAM

Single Instagram collaborator post	\$1,015
One month unlimited Instagram collaborator posts	\$4,995

HOLIDAY GIFT GUIDE 2027

Full page ad	\$1,000
Two-page spread ad	\$1,750
16-page masterspread	\$4,995

Additional guidance available online at theplaidhorse.com/advertise.

For questions or more information, email piper@theplaidhorse.com

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LOCAL ADVERTISING OPTIONS

FOR BARNES AND TRAINERS WHO RESIDE IN NEW ENGLAND

WALK	Package Price \$500/month
On Site Coverage of 1 Clinic or Show per Year	
Monthly full page print ad in <i>The Plaid Horse</i>	List Price: \$1,015 / month

TROT	Package Price \$750/month
On Site Coverage of 1 Clinic or Show per Year	
Monthly full page print ad in <i>The Plaid Horse</i>	List Price: \$1,015 / month
@theplaidhorsemag to accept 1 monthly Instagram Collaborator Posts	List Price: \$1,015 / month

CANTER	Package Price \$1,000/month
On Site Coverage of 1 Clinic or Show per Year	
Monthly full page print ad in <i>The Plaid Horse</i>	List Price: \$1,015 / month
@theplaidhorsemag to accept 4 monthly Instagram Collaborator Posts	List Price: \$1,015 / month



WHEREVER YOU LISTEN TO PODCASTS

Apple Podcasts,
Spotify, and your
favorite podcast app

theplaidhorse.com/listen

THE PLAID HORSE

THE PLAID HORSE 2027 MEDIA KIT
V1, PUBLISHED JANUARY 2027

CONTACT & CONNECT

WRITE:

Piper Klemm, Ph.D.
1 Gold Street, Suite 18E
Hartford, CT 06103

CALL: 541-905-0192

EMAIL:

piper@theplaidhorse.com

SUBSCRIPTIONS:

subscriptions@theplaidhorse.com

WEB:

theplaidhorse.com

LINKEDIN:

[linkedin.com/company/theplaidhorse](https://www.linkedin.com/company/theplaidhorse)

FACEBOOK:

[@theplaidhorsemag](https://www.facebook.com/theplaidhorsemag)

INSTAGRAM:

[@theplaidhorsemag](https://www.instagram.com/theplaidhorsemag)

TIKTOK:

[@theplaidhorsemag](https://www.tiktok.com/@theplaidhorsemag)

YOUTUBE:

[@ThePlaidHorse-r3w](https://www.youtube.com/@ThePlaidHorse-r3w)

