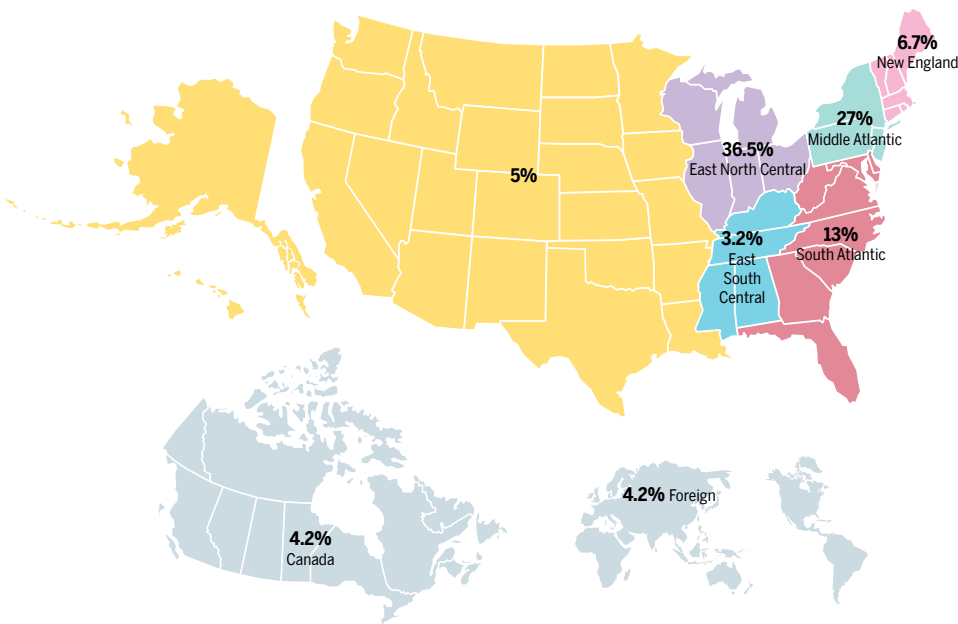


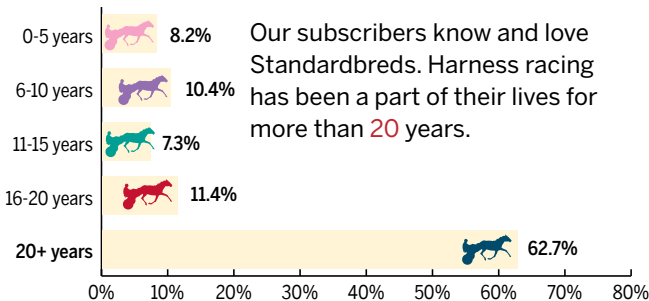
DEMOGRAPHICS

Unlike most equine publications, the majority of our readers are men: **74.6% male, 25.4% female**. More than **55%** of our subscribers are between the ages of **40 and 59**. As a result, our subscribers are more established, more educated and have more disposable income. More than **one third** of our readers earn more than **\$100,000**—well above the national average.



Our subscribers don't just read *Hoof Beats*, they cherish it. **46%** of our subscribers hold onto their copy for more than a year. **70%** of our subscribers share their copy of *Hoof Beats* with at least one other person.

Experience



Crossover With Other Magazines

There is very little crossover in readership with other equine publications, even other Standardbred publications. If you want to reach this unique market, be sure to advertise your product in *Hoof Beats* today.

Magazine	Subscribe	Read, but don't subscribe
<i>Horseman & Fair World</i>	39.3%	20.6%
<i>Canadian Sportsman</i>	9.8%	17.2%
<i>Trot</i>	12.6%	14.1%
<i>Harness Edge</i>	11.7%	17.0%
<i>Equus</i>	13.0%	10.6%
<i>Horse Illustrated</i>	3.9%	11.2%
<i>The Horse</i>	14.0%	6.3%