2022 Media Kit

United States Dressage Federation

YOUR CONNECTION TO DRESSAGE
EDUCATION • COMPETITION • ACHIEVEMENT

Danielle Titland, Advertising Sales Representative
720-300-2266 • dtitland@usdf.org
www.usdf.org
As the largest organization to represent a single Olympic equestrian discipline, USDF provides access to the most dedicated of equestrian athletes. Not only do these athletes demand the best for themselves, whether it be in the barn or riding down the centerline at the US Dressage Finals, but USDF members also spare no expense when it comes to their equine partners, always interested in the newest innovations, supplements, medications, and products related to maintaining a happy and healthy horse. Most USDF members exhibit a lifelong dedication to the sport, even after their competitive career has ended, through their continued roles within the industry and by using their experience and influence to guide the sport into the future. In addition to serving as trainers, breeders, officials, and educators, these influencers also make up the dedicated volunteers who not only keep the sport alive through their hard work on the ground and in our communities, but also steer the future of the organization as whole, through their roles within USDF’s governance. It is because of these dedicated members that USDF is looked to as the authority on dressage in the US. With nearly 30,000 members, over 100 affiliated organizations, and a plethora of educational programs, USDF is the go to destination for dressage education, competition, and achievement.

BY THE NUMBERS

- Over 90% of members surveyed have purchased saddles/tack or riding apparel in the last three years
- 96% are female
- Over 75% attended college
- 55% of the membership has an income of $100,000 or more
- An average of 10% of members surveyed plan to purchase arena footing and grooming implements, a barn, or a tractor in the next five years
- Over 80% of members surveyed use the following products: Feeds, Supplements, and Vaccinations/Wormers.
- Over 3,000 awards presented annually
- Over 2,000 people annually attend USDF educational events
- Average over 14,000 horses competing annually.
- Top 3 breeds: 50% Warmbloods, 26% Thoroughbreds, 19% Quarter Horses

27,583 members in 2019
+250 business members

65% of members own a horse
an average of 3 horses/person

65% of members own a horse
an average of 9 horses/business

OVER 85% of members compete

85,784 rides down centerline in 2019

↑7.6% increase in the number of recognized shows over the past 4 years
Our Publications

PRINT

USDF Member Guide
Visit any dressage show—whether it’s one of nine Great American Insurance Group/USDF Regional Dressage Championships, any of more than 800 USDF-recognized competitions, or a schooling show—and you’ll find the USDF Member Guide in the hands of riders, trainers, and horse-show parents. It includes USDF, USEF and FEI dressage tests along with USDF programs, USDF Awards, and Championships information. It is a USDF member benefit. The USDF Member Guide is also available online.

USDF Connection
This is the official publication of USDF, with the ability to speak frequently, directly, and expertly to our members. Published six times a year. Also available online.

US Dressage Finals Program
This complimentary program is distributed to all competitors, trainers, horse owners, and spectators at the annual US Dressage Finals. This premier event showcases the top adult dressage competitors from across the country, vying for national honors.

DIGITAL

YourDressage.org
In April 2019, USDF launched YourDressage.org as a new online product that serves as an additional member benefit, as well as an exciting, more user-friendly delivery method for USDF editorial content, as well as multimedia. See standalone page for first year statistics.

USDF Publications E-mail
We also offer advertising banners in our monthly USDF Publications e-mail, which invites USDF members to view the latest digital publication offerings including USDF Connection.

USDF.org
USDF offers banner ads on our website, USDF.org, as well as the official USDF source for the most accurate and complete dressage scores, USDFScores.com.
USDF Connection is USDF’s member magazine. In addition to being mailed to the full USDF membership, six times per year, each issue is made available online, and maintained as an archive on the USDF website, for future viewing. Now the reach has been increased even more by offering subscriptions to nonmembers. So, for a direct line to the country’s most committed dressage enthusiasts, USDF Connection is the place to be!

“We have always had a wonderful relationship with USDF. We have found that USDF members have a proven track record of dedication to the sport and the well being of the horse.

The nature of dressage necessitates the need to sustain their equine partners through a long-term competitive career. Because of this, they view their equine athletes not only as partners, but also investments, making USDF members the perfect consumer for our equine products.

USDF Connection and related digital properties have consistently provided us with the perfect opportunity to connect with long term customers.”

-Kathy Sedlak, Assistant Vice President Great American Insurance

Among American dressage enthusiasts, United States Dressage Federation members are unquestionably the most committed. To further their equestrian educations, in pursuit of their competitive goals, and to support the sport they love, they have chosen to become part of our country’s only national dressage organization and its affiliated local and regional dressage associations.

USDF members—from Olympic-level competitors to eager new enthusiasts—share a common passion: to become the best dressage riders, trainers, officials, and horse owners they can be. They seek the best possible training, care, and equipment for their horses and themselves, and they have the dedication and the resources to pursue their quest for a “10.” The USDF’s award-winning magazine, USDF Connection, and the accompanying stable of USDF digital and social-media outlets help USDF members learn, share their journeys, and celebrate their achievements in the sport of dressage.

Join us!

Jennifer Bryant
Editor, USDF Connection

Editor’s Note

With an average circulation of more than 20,000 copies, USDF Connection is read by more than 80,000 dressage enthusiasts.

Recipient of more than 30 AHP Equine Media Awards including 2016 General Excellence

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In the two years that YourDressage has been live, the website had upwards of 164,000 unique users, averaging approximately 15% new users per month. Impressively, it also boasted a monthly return user rate of nearly 30%, with users averaging four pages per session.

Main acquisition of new users is social media with 57.3%. Second is a direct link at 18.1%. Third is an organic search at 16.7% and fourth is a referral from another site at 7.9%. Top social media user acquisition source is Facebook with a resounding 97.41%. Second is Twitter at 1.65%. Third is Instagram at .53%.

The average user of YourDressage reflects directly the demographics of the organization, with the majority being over 35 years of age and overwhelmingly female.

The preponderance of content on YourDressage is unique and generated by the dressage community itself. From general horse-lover, to dressage fans, or your average adult amateur, YourDressage features stories from many different perspectives and many different sub-sects of the dressage community. This diverse content creates wide appeal for dressage enthusiasts, youth, adult amateurs, and professionals alike. YourDressage provides content of interest to everyone, young and old, and that appeals to your average horse lover or the most dedicated of USDF members.
### Editorial Calendar & Deadlines

#### USDF Connection

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<tr>
<th>Issue/Topics</th>
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| January/February 2022: Stallions, breeding, and sport horses  
All about syndication * Sport-horse bloodlines deconstructed * Dressage living legend Charles de Kunffy | 11/5/2021 | 11/15/2021 |
| March/April 2022: 2021 Yearbook  
Adequan®/USDF Horses of the Year * Year-end award winners * 2021 US Dressage Finals, Regional Championships, Breeders Championship Series Finals results * 2021 Adequan®/USDF Annual Convention coverage | 1/5/2022 | 1/15/2022 |
| May/June 2022: Down Center Line: The Show Issue  
USDF Trainers Conference * Dealing with heat * Mental health and the dressage professional * Equestrian-themed wineries | 3/5/2022 | 3/15/2022 |
| July/August 2022: Horse Health  
The latest on laminitis * Cross-training for dressage * Take a “dressage vacation” to Portugal | 5/5/2022 | 5/15/2022 |
| September/October 2022: Youth Issue  
Careers for dressage enthusiasts * Preview of the new 2023 USDF/USEF dressage tests * Best sports bras for riding | 7/5/2022 | 7/15/2022 |
| November/December 2022: Tack, Equipment, and Grooming  
How to protect your horse’s precious legs * Breeches for winter riding * Holiday gift picks * 2022 World Championships * NAYC dressage coverage | 9/5/2022 | 9/15/2022 |

#### YourDressage.org

| Issue/Topics*  
(theses are subject to change and other stories will appear regularly) | Insertion Orders Due | Ads Due |
|-----------------------------|----------------------|---------|
| January:  
Exclusive excerpt from Dressage Principles Illuminated by Charles de Kunffy | 12/1/2021 | 12/15/2021 |
| February:  
Inside “Welly World,” the new international dressage capital | 1/1/2022 | 1/15/2022 |
| March:  
Profile of the 2021 USDF Youth Volunteer of the Year | 2/1/2022 | 1/15/2022 |
| April:  
USDF’s virtual educational opportunities | 3/1/2022 | 3/15/2022 |
| May:  
Draft breeds for dressage | 4/1/2022 | 4/15/2022 |
| June:  
Mental prep for dressage clinics | 5/1/2022 | 5/15/2022 |
| July:  
Letters and symbols: Guide to dressage competition designations | 6/1/2022 | 6/15/2022 |
| August:  
Behind the making of the award-winning documentary The Knabstrupper: Hunting for the Old Genes | 7/1/2022 | 7/15/2022 |
| September:  
Dressage at Devon: All about the historic show | 8/1/2022 | 8/15/2022 |
| October:  
Postcard from Herning: Behind the scenes at the 2022 FEI World Championships dressage and para-dressage competitions | 9/1/2022 | 9/15/2022 |
| November:  
How to commission an equine portrait | 10/1/2022 | 10/15/2022 |
| December:  
Backstage at the 2022 US Dressage Finals | 11/1/2022 | 11/15/2022 |

#### USDF Member Guide

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#### USDF.org & YourDressage.org

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# Ad Dimensions - Print

## USDF Connection

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Ad Dimensions - Digital

USDF.org

Horizontal banner... 745px wide x 143px high
Vertical banner ....... 170px wide x 330px high

YourDressage.org

Medium rectangle .... 300px wide x 250px high
(up to 3 ads rotate)
Leaderboard ............ 728px wide x 90px high

USDF Publications E-mail

Tower Banner ..................... 160px wide x 600px high
Medium Banner Vertical............ 360px wide x 160px high
Medium Banner Horizontal....... 160px wide x 360px high

Contact Danielle Titland, Advertising Sales Representative
720-300-2266 • dtitland@usdf.org
Artwork Requirements

Print
File Format
• PDF (.pdf) – high resolution press quality file with embedded fonts, no crop marks
• TIFF (.tif) – high resolution @ 300dpi
• JPEG (.jpg) – high resolution @ 300dpi

File Specifications
• CMYK color (No spot colors or RGB files)
• Files should be actual (100%) ad size

Digital (Online Properties)
File Format
• PNG (.png) – web resolution @ 72 or 100 dpi
• JPEG (.jpg) – web resolution @ 72 or 100 dpi

File Specifications
• RGB color (No spot colors or CMYK files)
• Files should be actual (100%) ad size

Submitting Files to USDF
• E-mail ad files, up to 10MB, to connection@usdf.org and cc dtitland@usdf.org
• Larger files should be uploaded using a file transfer website, such as DropBox.
• Notify via e-mail (dtitland@usdf.org) that the files have been uploaded. Include company name, contact information, size, and insertion information

USDF Advertising Policies

USDF Advertising Policies
• Advertisements are accepted upon the representation that advertiser and agency have the right to publish the contents thereof.
• All contents of advertisements are subject to publisher’s approval. Publisher reserves the right to reject or cancel any advertisement at any time.
• Copy that is in variance with official USDF records or agreements may be changed as necessary to meet the requirements by USDF.
• Changes from a previous advertisement must be received by the material due date, or the ad will run as previously printed.
• Cancellations or changes must be made in writing and may not be made after the material due date.
• Frequency discounts will be applied only upon receipt of signed contract before the first ad material due date.
• New advertisers must send first payment by material due date. Prior advertisers will receive an invoice after the ad is published. Subsequent ads will not be run if previous ad is not paid within 60 days of invoice. A 1.5% finance charge per month will be assessed on balances over 30 days.
• If an agency fails to make payment in full within 60 days of invoice date, USDF reserves the right to bill the client directly for the full amount, and hold both parties responsible for payment.
• Advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising which advertiser ordered and which was published.
• Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.
• Publisher is not liable for delays in production, publication, or distribution.