

If you want to reach the Maryland equestrian market, you need *The Equiery*.

EQUIERY

A MARYLAND HORSE COUNCIL PUBLICATION

INFORMATION & ADVERTISING

The Equiery is a digital and print information service and advertising publication for the Maryland equestrian community.

MULTI-CHANNEL MARKETING

The Equiery provides multiple marketing avenues for growing your business; options include print, digital, and social media. In print, online, all the time!

40,000 HORSE PEOPLE/MONTH

The Equiery, via print, equiery.com and social media, reaches over 40,000 horse people every month, virtually complete saturation of the sport/pleasure market in Maryland. *The Equiery* has 90% market penetration!

MONTHLY PUBLICATION

The Equiery is published 12 times a year (available on the first of every month) and is distributed free in more than 270 tack shops, feed stores, restaurants and other equestrian gathering spots in and around Maryland.

MARYLAND HORSE PEOPLE A.K.A *EQUIERY* READERS

- Maryland horse people spend \$512 million annually on horse-related expenses.
- The Maryland horse industry has an annual economic impact of \$1.6 billion dollars, and is the largest ag-related industry in the state.
- 50% of Maryland horse people have an average annual income of \$100,000 or more; 30% have an annual income between \$50,000 and \$99,000. (*American Horse Council*)

MARYLAND HORSE PEOPLE SPEND MONEY!

Expenditure Category	Annually
Products & Goods (feed, tack, clothing, supplies)	\$161,000,000
Services (boarding, training, vet, farriery)	\$331,000,000
Horse-Related Transportation	\$45,000,000
Overhead (utilities, marketing, office supplies)	\$158,000,000
Capital Expenses (farm equipment, structures)	\$114,000,000

(*Maryland spending statistics courtesy of the American Horse Council*)

BUILD YOUR MARYLAND PRESENCE BY BUILDING AN *EQUIERY* MARKETING PLAN

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