



What have these national companies known for years?

If you want one of the most lucrative equestrian markets in the U.S. you need to advertise with

EQUUS
THE **EQUIERY**

Other publications may include Maryland in their distribution; Only The Equery commands the Maryland market!

WHY DOES YOUR BUSINESS NEED THE MARYLAND MARKET? 

Maryland has...

- over 16,000 stables and farms with more than 2,000 of the facilities provide commercial services such as boarding, training, lessons, breeding, etc.
- more than 110 feed stores or dealers and more than 80 tack stores (from large retailers to small swap shops)
- over 90 equipment (tractor and trailer) dealers
- more than 270 equine vet practitioners and more than 330 farriers
- 153,000 horses, over 55% of which are involved in showing and recreation, valued at over \$700 million dollars
- more horses per square mile than any other state
- 65,600 people are involved in the equine industry as horse owners, service providers, employees, and volunteers. Even more participate as spectators.
- 10,000 full-time equivalent (FTE) jobs.
- Spending by suppliers and employees (in Maryland and other states) generates additional jobs in Maryland for a total employment impact of 28,000 (after factoring in spending by suppliers and employees, which generate other jobs)
- over \$5.6 billion in equine assets
- an annual economic impact of \$1.6 billion dollars, and is the largest ag-related industry in the state.
- 10% of the land (and 25% of the tillable farmland) either owned or controlled by horse owners and/or families, with over 188,000 acres devoted strictly to horses
- one of the healthiest and most robust economies in the United States (U.S. Chamber of Commerce)
- the highest median household income in the United States (38% higher than the national median)

Maryland is home to...

- major national and international equestrian companies
- the international headquarters international headquarters of Select Breeders Services, the world's largest provider for services for artificial insemination, cooling and frozen semen, embryo transfer and more.
- the National Steeplechase Association,
- the American Horse Trials Foundation,
- the Thoroughbred Protective Racing Bureau,
- the Thoroughbred Racing Associations.
- 22 U. S. Pony Clubs and more hunts per square mile than any other state
- 55 high school interscholastic riding teams and 13 colleges with riding teams or clubs 200 clubs and associations representing all breeds and riding disciplines
- the second oldest/largest dressage association (more than 1200 members) in the United States; Maryland is often referred to as the "cradle of U.S. Dressage."
- more horse shows and competitions than anywhere else in the country (close to 1,000 show, competitions, events, activities and clinics each year)
- the Fair Hill International and the Washington International Horse Show
- four of the top 25 counties in the nation for median household income. Among counties with a population of 20,000 or more, Howard County ranks fifth (\$101,003), Montgomery 13th (\$92,213), Calvert 14th (\$90,621) and Charles 21st (\$86,141)
- world class training and competition facilities, including but not limited to the Fair Hill (home of the Fair Hill International, Fair Hill Races, Fair Hill Training Center and the Fair Hill Equine Therapy Center), Prince George's Equestrian Center, Laurel Park, Pimlico (home of the Preakness), Rosecroft Raceway, Ocean Downs and Shawan Downs (which hosts steeplechase races and three-day eventing).

Maryland Horse People

- 71% of the people involved with horses take riding lessons
- 62% of horse owners work with a trainers
- 36% keep their horses at home
- 60% board (with 4% keeping their horses with a friend or relative)
- 69% of the households with horses have more than one family member which rides.
- 39% of our stables have indoor arenas
- 19% derive their income from the horse industry; 81% derive their income from outside the industry
- the average stable owner is a woman is between 20 and 50 years old
- 85% belong to at least one equestrian club or association.
- 60% are active in the competitive disciplines of show jumper, show hunters, eventing, dressage, polo/polorosse, driving, barrels, western pleasure, rodeo and endurance.
- 27% pleasure or trail ride.
- **and, according to the University of Maryland, Maryland horse people read The Equiry more than any other horse publication!**

Why focus your marketing dollars in Maryland?

Whether you are launching a new product or maintaining a branding campaign, the Maryland equestrian community provides the most qualified and concentrated equestrian community in the United States, and The Equiry provides unparalleled CPI, dramatically increasing the efficiency of every marketing dollar you spend.

Statistical Sources: U.S. Chamber of Commerce; Maryland Chamber of Commerce; Maryland Department of Agriculture; U.S. Ag Statistical Services; American Horse Council; MCES Statistics; Atlas of American Sports; Equiry database of over 35,000 horse people and businesses.

If you want one of the most lucrative equestrian markets in the United States, you need www.equiry.com

THE EQUIRY

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