

Why Magazines?

Because...

...they influence word of mouth. Among the general population, magazines have the strongest influence on personal recommendations. (Source: *Time Inc. magazine Environmental Tracking Study*)

...they rank #1 at influencing customers to start a search online- higher than newer media options. (Source: *BIGresearch Simultaneous Media Usage Study*)

...they outperform other media in driving positive shifts in purchase consideration/ intent. (Source: *Dynamic Logic*)

Why The Equiery?

Because...

...we are read by over 37,000 horse owners and horse professionals in and around Maryland each issue, the people who are making buying decisions for themselves and their horses and influencing the buying decisions of their clients and their horses.

...we are the preferred source of horse information for Marylanders, more so than our glossy, national-based counterparts. (Source: *University of Maryland study*)

...we can now be viewed in print AND online, via our digital flipbook on www.equiery.com. Your internet search can begin and end with us.

...and Because... YOU ARE READING THIS!

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