



Hoof Beats

and ustrotting.com

- > INDUSTRY NEWS
 - > EVENT COVERAGE
 - > TACK TIPS
 - > EQUINE HEALTH
 - > EQUINE NUTRITION
 - > BREEDING TRENDS
 - > HANDICAPPING
 - > TRAINING TIPS & TRENDS
 - > DRIVER & TRAINER PROFILES
 - > HISTORY
 - > INSPIRATIONAL STORIES FROM THE INDUSTRY
-

The 2021

MEDIA KIT

ustrotting.com

captivating our readers

–More than 65% of those surveyed get their information about the industry from *Hoof Beats* or ustrotting.com

–66% of readers say they read most or all of each issue

“I love it!
Very informative.”

“There isn’t another magazine like it out there.”



Hoof Beats

The official publication of the U.S. Trotting Association

Why *Hoof Beats* Magazine?

For more than 87 years, *Hoof Beats* magazine has published stories from in and around the industry; provided advice from leading experts in the sport; and examined tips, trends, statistical data and stories from harness racing's vast history to entertain and inform the casual fan to the experienced racing enthusiast, handicapper, owner, driver, trainer, groom and veterinarian.



KEY FACTS

Monthly Circulation

7,500 copies per issue, distributed throughout the U.S., Europe, Australia and Canada

ONLINE IMPACT

3.1 million visits to ustrotting.com each month



Hoof Beats our readers



64%
MALE

36%
FEMALE

33%
AGES
65+

45%
AGES
50-64

16%
AGES
35-49

64%
MARRIED

51%
COLLEGE
GRADUATE

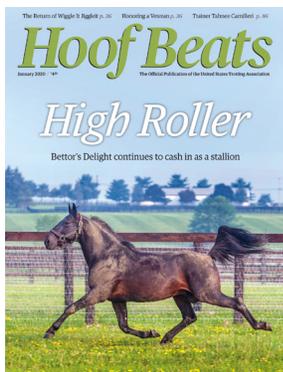
49%
HHI OVER
\$75K

67%
OWN
DOGS

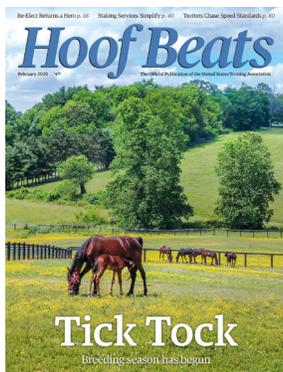
46%
OWN
CATS

Hoof Beats editorial calendar

* Dates subject to change
Please contact USTA Advertising Director
Heather Cason for more information.
Ph: 877.800.8782, ext. 3217
heather.cason@ustrotting.com



JANUARY '21
**Mares and Foals
Issue**
Close: 12/16/20
Mail: 12/29/20



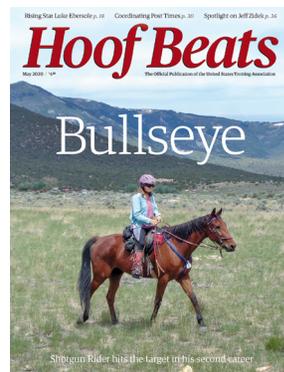
FEBRUARY '21
Stallions
Close: 01/13/21
Mail: 01/22/21



MARCH '21
**Farm and Training
Center Issue**
Close: 02/11/21
Mail: 02/22/21



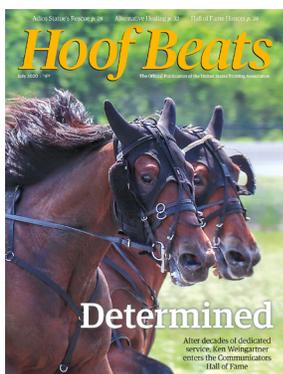
APRIL '21
Season Preview
Close: 03/16/21
Mail: 03/25/21



MAY '21
**Second Careers
Issue**
Close: 04/13/21
Mail: 04/22/21



JUNE '21
Training Issue
Close: 05/13/21
Mail: 05/23/21



JULY '21
**Hall of Fame
Issue**
Close: 06/11/21
Mail: 06/22/21



AUGUST '21
**Yearling Sale
Issue**
Close: 07/13/21
Mail: 07/22/21



SEPTEMBER '21
**Equine Health
Issue**
Close: 08/12/21
Mail: 08/23/21



OCTOBER '21
**Fairs Spotlight
Issue**
Close: 09/24/21
Mail: 10/05/21



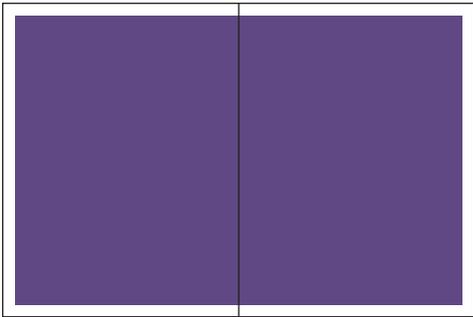
NOVEMBER '21
Breeding Issue
Close: 10/13/21
Mail: 10/22/21



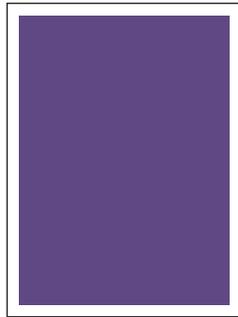
DECEMBER '21
**Equine Nutrition
Issue**
Close: 11/14/21
Mail: 11/24/21

Hoof Beats

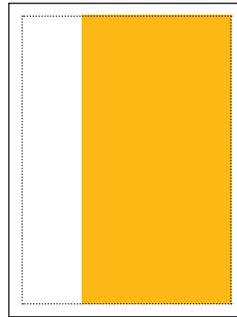
print specifications



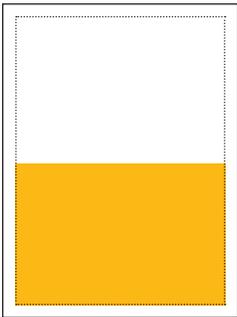
DOUBLE-PAGE SPREAD
Trim: 16.25" X 10.75"
Bleed: N/A
Live Area: N/A



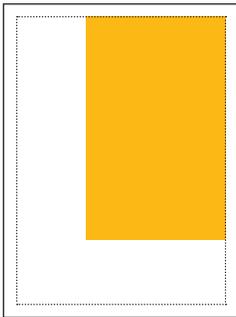
FULL PAGE
Trim: 8.125" x 10.75"
Bleed: 8.375" x 11.0"
Live Area: 7.5" x 10.25"



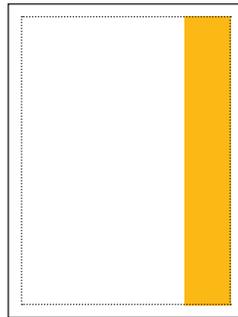
Vertical 2/3 page
Trim: 4.583" x 9.667"
Bleed: N/A
Live Area: N/A



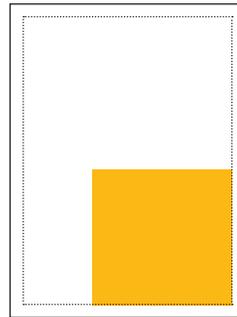
Horizontal 1/2 page
Trim: 6.958" x 4.708"
Bleed: N/A
Live Area: N/A



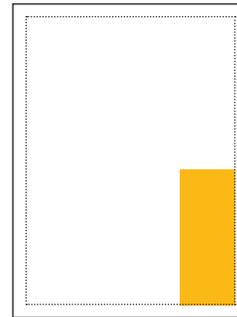
Vertical 1/2 page
Trim: 4.583" x 7.208"
Bleed: N/A
Live Area: N/A



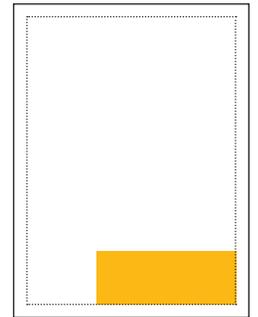
Vertical 1/3 page
Trim: 2.208" x 9.667"
Bleed: N/A
Live Area: N/A



Square 1/3 page
Trim: 4.583" x 4.708"
Bleed: N/A
Live Area: N/A



Vertical 1/6 page
Trim: 2.208" x 4.708"
Bleed: N/A
Live Area: N/A



Horizontal 1/6 page
Trim: 4.583" x 2.208"
Bleed: N/A
Live Area: N/A

File Submission

- File Format: Adobe PDF
- Color: 300 DPI, CMYK
- Files under 5mb may be sent by email to heather.cason@ustrotting.com
- Files over 5mb may be sent by WeTransfer or Dropbox to heather.cason@ustrotting.com

File Preparation

- Place crop marks outside the bleed area
- Avoid using processed black for body text
- Ads requiring changes must be sent as packaged inDesign files with all fonts/images
- All special photography, scanning, cropping, retouching, illustrations, typesetting and design will incur production charges
- Final proofing is the responsibility of the advertiser
- Photo credits and permissions are the responsibility of the advertiser

Hoof Beats ad rates

RATES

RUN OF MAGAZINE	1 Time	4 Times	8 Times	12 Times
Full Page (color)	1,440.25	1,401.75	1,358.50	1,316.75
Full Page (B&W)	805.00	766.50	723.25	681.50
2/3 Page (color)	967.75	926.75	898.00	868.75
2/3 Page (B&W)	637.00	596.00	567.25	538.00
1/2 Page (color)	816.75	782.25	759.25	741.75
1/2 Page (B&W)	486.00	451.50	428.50	411.00
1/3 Page (color)	543.75	526.25	503.25	479.75
1/3 Page (B&W)	370.50	353.00	330.00	306.50
1/6 Page (color)	404.25	393.25	381.75	370.25
1/6 Page (B&W)	231.00	220.00	208.50	197.00

HORSEMEN'S SHOP (Classified Advertising)

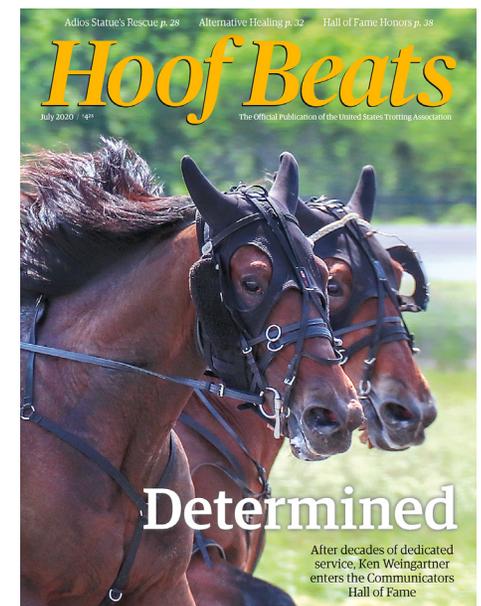
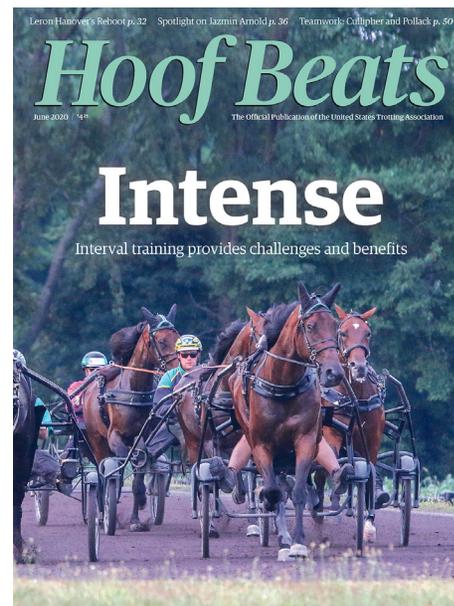
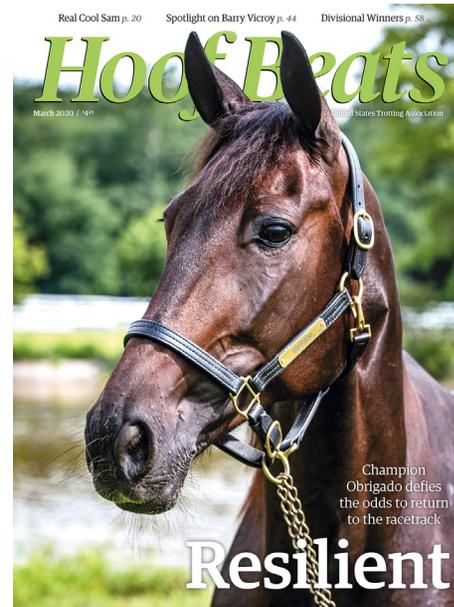
Classified word ads — \$2 per word

Custom boxed ads — \$63.50 per vertical inch

*Multi-placement discounts available for boxed ads only

- Rates are on a per issue basis
- No cancellations accepted after booking deadline
- 15% discount on insertion rate (before charge for color added) for camera-ready ads
- Custom campaign options include: bind-ins, tip-ons, blow-ins and more
- Rates for professional advertising design and production are available upon request
- First-time advertisers must pay in advance for first placement by booking date

FOR AD INQUIRIES: Contact Heather Cason at 877.800.8782, ext. 3217 or heather.cason@ustrotting.com



ustrotting.com online rates

> USTROTTHING.COM

Save with any print buy!

Leaderboard Ad: 728x90 px, max 40k

- \$800 per week / \$3,000 per month / maximum 3 ads in rotation / displays at the top of ustrotting.com
- \$790 per week / \$2,750 per month / maximum 3 ads in rotation / displays at the top of racing.ustrotting.com
- \$370 per week / \$1,250 per month / maximum 3 ads in rotation / displays at the top of each news articles page

Large Square Ad: 300x250 px, max 40k

- \$790 per week / \$2,750 per month / displays on ustrotting.com
- \$790 per week / \$2,750 per month / displays on racing.ustrotting.com
- \$370 per week / \$1,250 per month / displays on news.ustrotting.com or each news articles page

Run of Site Ad: 300x100 px, max 30k

- \$180 per week / \$630 per month / maximum 12 ads in rotation / displays on 10 pages within our site including ustrotting.com, racing.ustrotting.com and news.ustrotting.com

> E-NEWSLETTERS (Reach 2,500+ digital subscribers)

Newsletter Ad: 728x90 px, max 40k

- \$300 per send in our Weekly Racing Roundup or OnTrack (*Hoof Beats*) e-newsletter

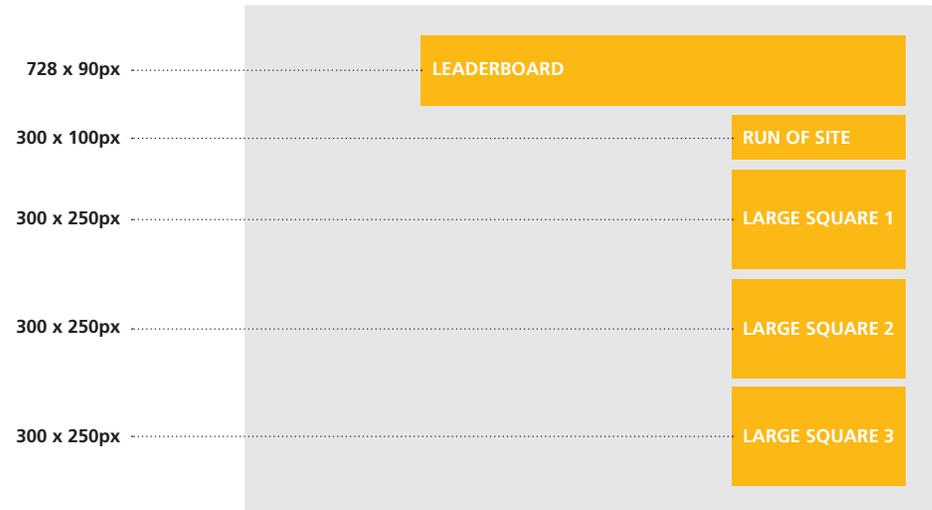
Dedicated Email:

- \$500 per send for a message that is entirely the client's, sent by the USTA to our opt-in subscribers

> SOCIAL MEDIA

Facebook-, Twitter-, and Instagram-sponsored posts available, targeted directly to *Hoof Beats* magazine followers and their friends and family. Social media available only to clients spending \$5,000 or more per year.

ustrotting.com ad sizes



> VIDEOS

Our award-winning video coverage is available for sponsorship. Videos include:

- Behind-the-scene event coverage
- Horse care tips
- Interviews with industry insiders
- Special projects
- And much more!

Contact USTA Advertising Director
Heather Cason for more information

Youth Beats

> ABOUT OUR MAGAZINE

Youth Beats is a quarterly magazine for kids ages 8-13. *Youth Beats* has more than 1,900 subscribers and has averaged more than 100 new subscribers a year since its 2008 debut.

Each issue of *Youth Beats* features the top horses and participants from around the sport; departments like Industry Pros, Harness Heroes and Track Talk; plus reader-submitted content.

SPONSORSHIP PACKAGES

> \$10,000 Package

- 4 full-page ads in *Youth Beats*
- 2 full-page ads in *Hoof Beats*
- 15-second USTA video placement
- Run-of-site banner (three months)

> \$5,000 Package

- 2 full-page ads in *Youth Beats*
- 2 full-page ads in *Hoof Beats*
- 15-second USTA video placement
- Run-of-site banner (three months)

> \$3,000 Package

- 2 full-page ads in *Youth Beats*
- 2 full-page ads in *Hoof Beats*
- Run-of-site banner (three months)

Contact Heather Cason for more information
877.800.8782, ext. 3217
heather.cason@ustrotting.com



Where the STARS align

visit STARS.ustrotting.com



STARS is the online listing of participating stallions, powered by the USTA's comprehensive database Pathway.

STARS is an invaluable research tool for breeders, stallion owners, yearling buyers and many others throughout the harness racing industry.

With **STARS** you can advertise your stallion all year and easily promote his offspring's racing accomplishments during the busy summer season. A search of your listed stallion will provide free Pathway reports and yearling sales results, hypothetical mating reports, a photo and a link to your website.

Discounts are available when advertising multiple stallions and when bundling your advertising across platforms. Contact Heather Cason at 877.800.8782, ext. 3217 or email stars@ustrotting.com to begin advertising your stallion.

