



# *Hoof Beats*

*and [ustrotting.com](https://ustrotting.com)*

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- > 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](https://ustrotting.com)



A photograph of three harness racing drivers standing in a stable. The driver on the left is wearing a white and green jacket with a 'Wade' patch. The driver in the middle is wearing a white and red jacket with 'Wade', 'OFF-ROAD PACING', 'Featured Driver', and 'Aaron Merriam' patches. The driver on the right is wearing a purple and white jacket with a large 'M' patch. All three are wearing helmets and holding reins. The background shows wooden stable stalls and a hanging light.

**captivating**  
our readers

—More than 65% of those surveyed get their information about the industry from *Hoof Beats* or [ustrotting.com](http://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](http://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

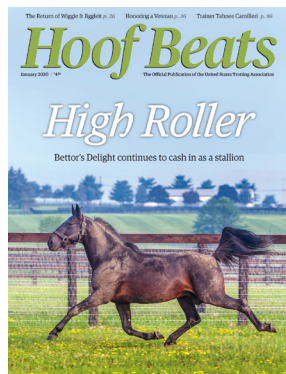
**67%**  
OWN  
DOGS

**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



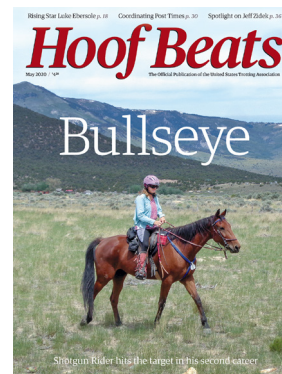
**FEBRUARY '21**  
**Stallions**  
Close: 01/13/21  
Mail: 01/22/21



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



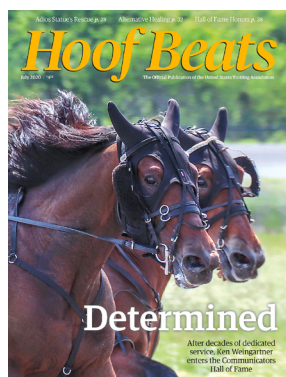
**APRIL '21**  
**Season Preview**  
Close: 03/16/21  
Mail: 03/25/21



**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

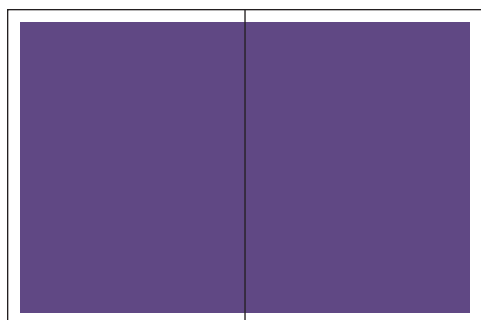


**DECEMBER '21**  
**Equine Nutrition  
Issue**  
Close: 11/14/21  
Mail: 11/24/21



# Hoof Beats

## print specifications

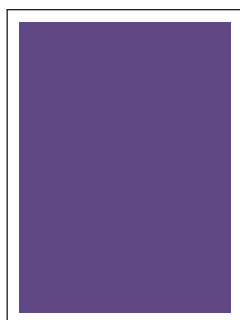


### DOUBLE-PAGE SPREAD

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Bleed: N/A

Live Area: N/A

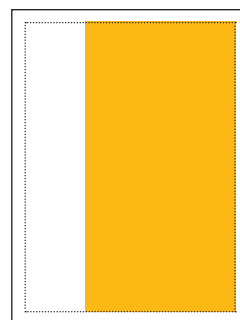


### FULL PAGE

Trim: 8.125" x 10.75"

Bleed: 8.375" x 11.0"

Live Area: 7.5" x 10.25"

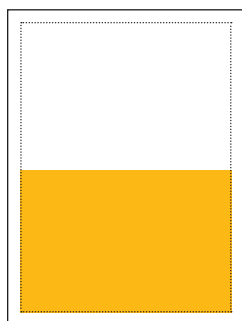


### Vertical 2/3 page

Trim: 4.583" x 9.667"

Bleed: N/A

Live Area: N/A

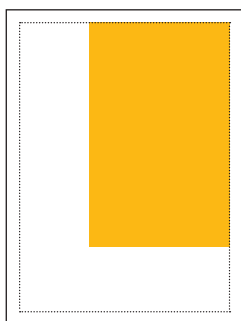


### Horizontal 1/2 page

Trim: 6.958" x 4.708"

Bleed: N/A

Live Area: N/A

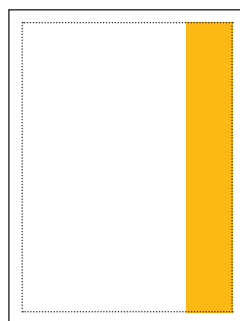


### Vertical 1/2 page

Trim: 4.583" x 7.208"

Bleed: N/A

Live Area: N/A

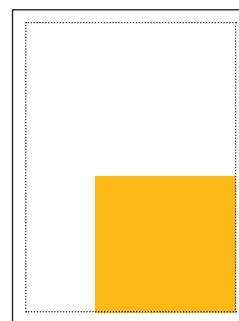


### Vertical 1/3 page

Trim: 2.208" x 9.667"

Bleed: N/A

Live Area: N/A

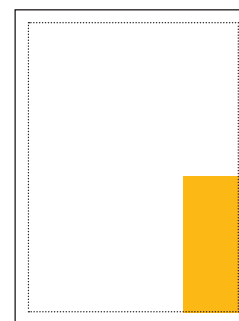


### Square 1/3 page

Trim: 4.583" x 4.708"

Bleed: N/A

Live Area: N/A

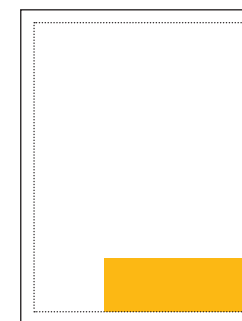


### Vertical 1/6 page

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](mailto:heather.cason@ustrotting.com)
- Files over 5mb may be sent by WeTransfer or Dropbox to [heather.cason@ustrotting.com](mailto: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)

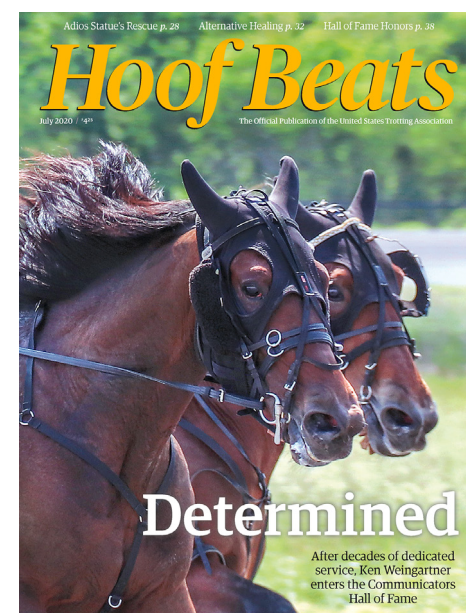
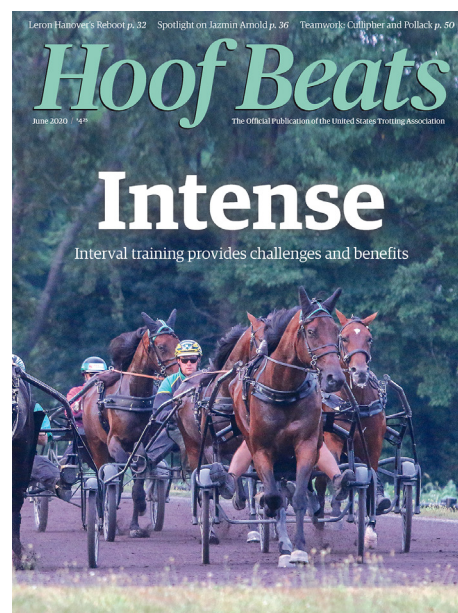
Classified word ads — \$2 per word

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

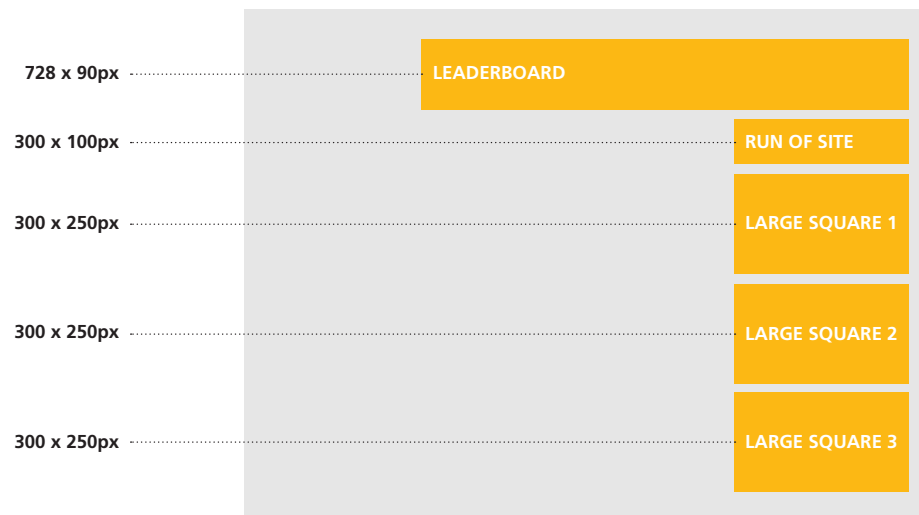
### Dedicated Email:

- \$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](mailto:heather.cason@ustrotting.com)





# Where the STARS align

visit [STARS.ustrotting.com](http://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](mailto:stars@ustrotting.com) to begin advertising your stallion.

