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

“I love it! Very informative.”

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

—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
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: 09/25/21

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

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

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

## ad rates

### RATES

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

### 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-ins, 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

➤ USTROTTING.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.

➤ 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

FOR AD INQUIRIES: Contact Heather Cason at 877.800.8782, ext. 3217 or heather.cason@ustrotting.com
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@ustridding.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 Casori at 877.800.8782, ext. 3217 or email stars@ustrotting.com to begin advertising your stallion.