

# 2024 – 2025 MEDIA KIT



Photo by Katie Lewis



United States  
**Dressage**  
Federation™

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# UNITED STATES DRESSAGE FEDERATION™

As the largest organization to represent a single Olympic equestrian discipline, USDF provides access to the most dedicated of equestrian athletes. Not only do these athletes demand the best for themselves, whether it be in the barn or riding down the centerline at the US Dressage Finals, but USDF members also spare no expense when it comes to their equine partners, always interested in the newest innovations, supplements, medications, and products related to maintaining a happy and healthy horse. Most USDF members exhibit a lifelong dedication to the sport, even after their competitive career has ended, through their continued roles within the industry and by using their experience and influence to guide the sport into the future. In addition to serving as trainers, breeders, officials, and educators, these influencers also make up the dedicated volunteers who not only keep the sport alive through their hard work on the ground and in our communities, but also steer the future of the organization as whole, through their roles within USDF's governance. It is because of these dedicated members that USDF is looked to as the authority on dressage in the US. With nearly 30,000 members, over 100 affiliated organizations, and a plethora of educational programs, USDF is the go to destination for dressage education, competition, and achievement.

## USDF BY THE NUMBERS

**27,396** members in 2023  
**+304** business members

**65%** of members own a horse  
an average of 3 horses/person  
an average of 9 horses/business



**OVER 85%** of members compete

**85,784** rides down centerline in 2019

**↑ 7.6%** increase in the number of recognized shows over the past 4 years

- Over 90% of members surveyed have purchased saddles/tack or riding apparel in the last three years
- 96% are female
- Over 75% attended college
- 55% of the membership has an income of \$100,000 or more
- An average of 10% of members surveyed plan to purchase arena footing and grooming implements, a barn, or a tractor in the next five years
- Over 80% of members surveyed use the following products: Feeds, Supplements, and Vaccinations/Wormers.
- Over 3,000 awards presented annually
- Over 2,000 people annually attend USDF educational events
- Average over 14,000 horses competing annually.
- Top 3 breeds:
  - 50% Warmbloods
  - 26% Thoroughbreds
  - 19% Quarter Horses

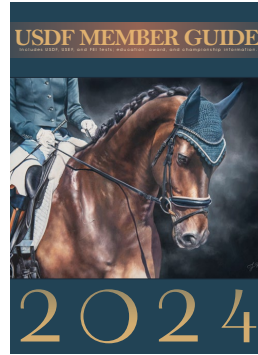
# OUR PUBLICATIONS

## PRINT



### USDF Connection

This is the official publication of USDF, with the ability to speak frequently, directly, and expertly to our members. Published six times a year. Also available online.



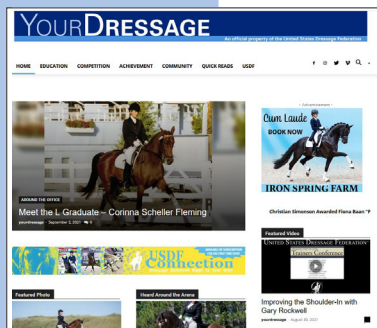
### USDF Member Guide

Visit any dressage show—whether it's one of nine Great American Insurance Group/USDF Regional Dressage Championships, any of more than 800 USDF-recognized competitions, or a schooling show—and you'll find the *USDF Member Guide* in the hands of riders, trainers, and horse-show parents. It includes USDF, USEF and FEI dressage tests along with USDF programs, USDF Awards, and Championships information. It is a USDF member benefit. The *USDF Member Guide* is also available online.

## DIGITAL

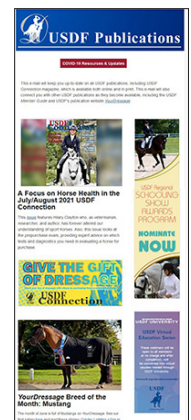
### YourDressage.org

In April 2019, USDF launched YourDressage.org as a new online product that serves as an additional member benefit, as well as an exciting, more user-friendly delivery method for USDF editorial content, as well as multimedia. See standalone page for first year statistics.



### USDF Publications E-mail

We also offer advertising banners in our monthly USDF Publications e-mail, which invites USDF members to view the latest digital publication offerings including *USDF Connection*.



### US Dressage Finals Program

This complimentary digital program is available to all competitors, trainers, horse owners, and spectators of the annual US Dressage Finals. This premier event showcases the top adult dressage competitors from across the country, vying for national honors.



### USDF.org

USDF offers banner ads on our website, USDF.org, as well as the official USDF source for the most accurate and complete dressage scores, USDFScores.com.



# USDF CONNECTION

OFFICIAL PUBLICATION OF THE UNITED STATES DRESSAGE FEDERATION

**USDF Connection** is USDF's member magazine. In addition to being mailed to the full USDF membership, six times per year, each issue is made available online, and maintained as an archive on the USDF website, for future viewing.

Now the reach has been increased even more by offering subscriptions to nonmembers.

So, for a direct line to the country's most committed dressage enthusiasts, **USDF Connection** is the place to be!

*"We have always had a wonderful relationship with USDF. We have found that USDF members have a proven track record of dedication to the sport and the well being of the horse."*

*The nature of dressage necessitates the need to sustain their equine partners through a long-term competitive career. Because of this, they view their equine athletes not only as partners, but also investments, making USDF members the perfect consumer for our equine products.*

*USDF Connection and related digital properties have consistently provided us with the perfect opportunity to connect with long term customers."*

**-Kathy Sedlak, Assistant Vice President Great American Insurance**



With an average circulation of more than 20,000 copies, USDF Connection is read by more than

**80,000**

dressage enthusiasts.



Among American dressage enthusiasts, United States Dressage Federation members are unquestionably the most committed. To further their equestrian educations, in pursuit of their competitive goals, and to support the sport they love, they have chosen to become part of our country's only national dressage organization and its affiliated local and regional dressage associations.

USDF members—from Olympic-level competitors to eager new enthusiasts—share a common passion: to become the best dressage riders, trainers, officials, and horse owners they can be. They seek the best possible training, care, and equipment for their horses and themselves, and they have the dedication and the resources to pursue their quest for a "10." The USDF's award-winning magazine, USDF Connection, and the accompanying stable of USDF digital and social-media outlets help USDF members learn, share their journeys, and celebrate their achievements in the sport of dressage.

Join us!

Jennifer Bryant  
Editor, USDF Connection

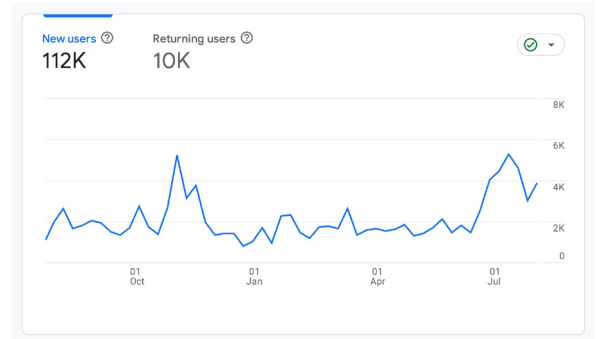
## Editor's Note



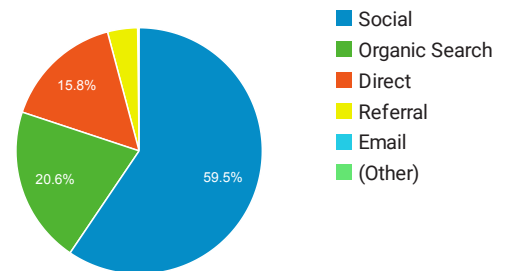
# YOUR DRESSAGE

An official property of the United States Dressage Federation

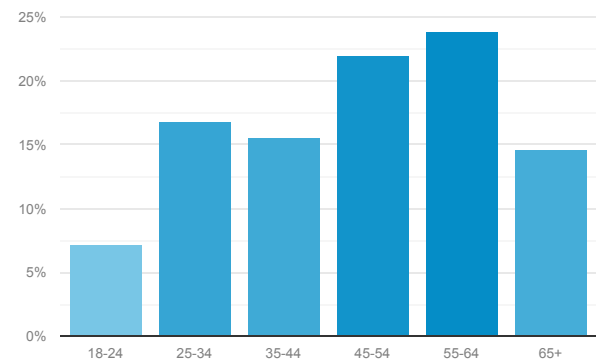
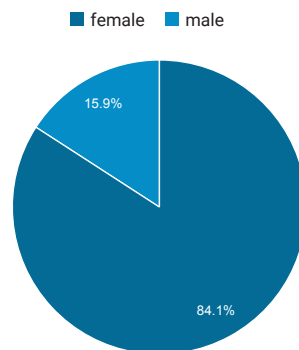
In the last 12 months, the website gained roughly 112,000 unique users, averaging an approximate 9% return user rate per month. With over 200,000 page views, YDO users average 1.75 pages per session. Since its launch in April of 2019, YourDressage has gained a total of ~380,000 new users.



Main acquisition of new users is social media with 59.5%. Second is an organic search at 20.6%. Third is a direct link at 15.8%. and fourth is a referral from another site at 3.9%. Top social media user acquisition source is Facebook with a resounding 97.6%. Second is Twitter at 1.3%. Third is Instagram at 0.8%.



The average user of YourDressage reflects directly the demographics of the organization, with the majority being over 35 years of age and overwhelmingly female.



The preponderance of content on YourDressage is unique and generated by the dressage community itself. From general horse-lover, to dressage fans, or your average adult amateur, YourDressage features stories from many different perspectives and many different sub-sects of the dressage community. This diverse content creates wide appeal for dressage enthusiasts, youth, adult amateurs, and professionals alike. YourDressage provides content of interest to everyone, young and old, and that appeals to your average horse lover or the most dedicated of USDF members.





# EDITORIAL CALENDAR & DEADLINES

## USDF Connection

Issue/Topics	Insertion Orders Due	Ads Due
<b>January/February 2025: Annual Sport Horse Breeding Issue</b> <i>From DSHB to FEI: Success stories; 2024 Paralympic Games para-dressage coverage</i>	11/5/2024	11/15/2025
<b>March/April 2025: 2024 Yearbook</b> <i>2024 US Dressage Finals coverage; 2024 Adequan/USDF Annual Convention coverage</i>	1/5/2025	1/15/2025
<b>May/June 2025: The Show Issue</b> <i>Show hacks: Top tips for dressage competitors; Is this tack legal?</i>	3/5/2025	3/15/2025
<b>July/August 2025: Horse Health</b> <i>Nutrition, health, and dressage performance; Biosecurity at the show: How to keep your horse safe; Protecting dressage horses' welfare</i>	5/5/2025	5/15/2025
<b>September/October 2025: Youth Issue</b> <i>Dressage4Kids; Leasing a dressage horse; Greening the dressage industry: Environmental best practices</i>	7/5/2025	7/15/2025
<b>November/December 2024: Para-dressage issue</b> <i>Holiday gift guide; Dressage saddles for wide, round horses; 2025 NAYC dressage coverage</i>	9/5/2024	9/13/2024

## YourDressage.org

Issue/Topics* (these are subject to change and other stories will appear regularly)	Insertion Orders Due	Ads Due
<b>January:</b> <i>The Greatest Comeback Stories</i>	12/1/2024	12/15/2025
<b>February:</b> <i>Splash of Color Spotlight</i>	1/1/2025	1/15/2025
<b>March:</b> <i>Senior Riders</i>	2/1/2025	1/15/2025
<b>April:</b> <i>Breed Spotlight: Morgans</i>	3/1/2025	3/15/2025
<b>May:</b> <i>Rescue Horses Spotlight</i>	4/1/2025	4/15/2025
<b>June:</b> <i>Breed Spotlight: Saddlebreds</i>	5/1/2025	5/15/2025
<b>July:</b> <i>Dressage For Every Body</i>	6/1/2025	6/15/2025
<b>August:</b> <i>Youth Spotlight</i>	7/1/2025	7/15/2025
<b>September:</b> <i>Regional Championships</i>	8/1/2024	8/15/2024
<b>October:</b> <i>Breed Spotlight: Arabians</i>	9/1/2024	9/15/2024
<b>November:</b> <i>US Dressage Finals Coverage</i>	10/1/2024	10/15/2024
<b>December:</b> <i>Heavy Horse Breed Spotlight</i>	11/1/2024	11/15/2024

### USDF Member Guide

Insertion Orders Due	Ads Due
9/5/2024	9/13/2024

### US Dressage Finals Program

Insertion Orders Due	Ads Due
9/30/2024	10/11/2024

### USDF.org & YourDressage.org

Insertion Orders Due	Ads Due
7th before the published month	15th before the published month

# AD DIMENSIONS

## USDF Connection

Trim Size .....8.125"x10.875"

Bleed .....0.125"

Full page bleed .....8.375" x 11.125"

2-page spread .....Two facing full-page ads  
.....with no center bleed

2/3 page .....4.625" x 9.175"

1/2 page horiz .....7.025" x 4.5"

1/2 page vert .....4.625" x 6.865"

1/3 page horiz .....4.625" x 4.5"

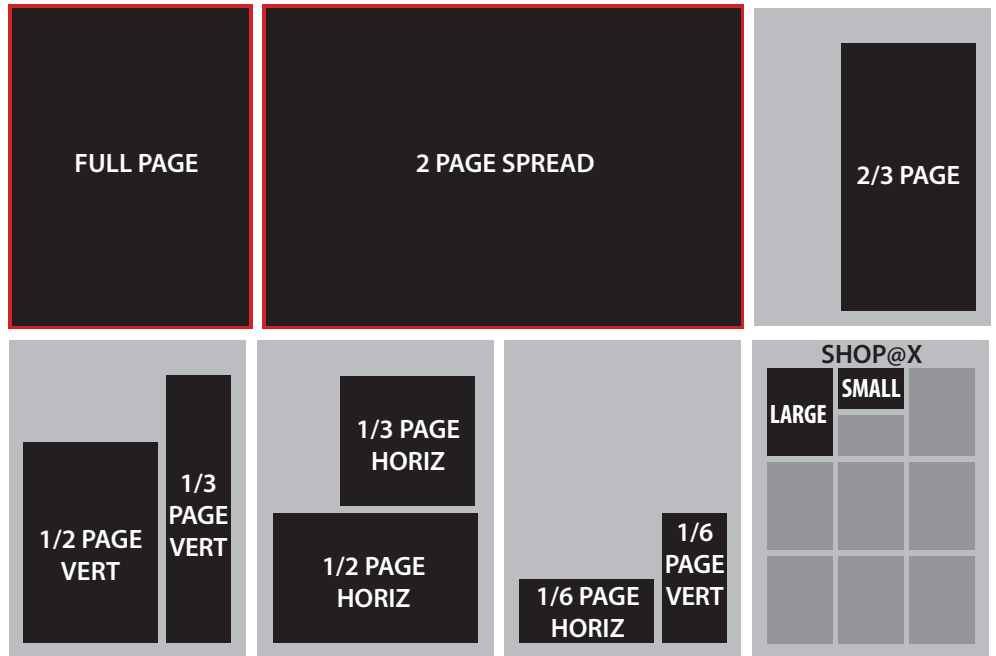
1/3 page vert .....2.225" x 9.175"

1/6 page horiz .....4.625" x 2.175"

1/6 page vert .....2.225" x 4.5"

Rider's Market Large ..2.25" x 3"

Rider's Market Small ..2.25" x 1.375"



## USDF Member Guide

Trim Size ..... 6.875" x 9.5"

Bleed ..... 0.125"

Full Page (no bleed).... 6.27" x 8.625"

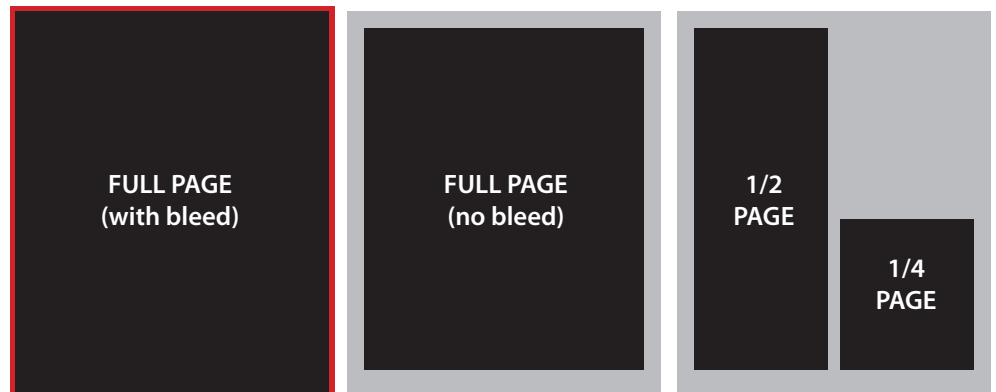
Full Page (w/ bleed) ... 7.125" X 9.75"

1/2 page ..... 3" x 8.625"

1/4 page ..... 3" x 4.2"

Outside Back Cover.....3.425" x 9.5"

(w/bleed).....3.55" X 9.75"



## USDressage Finals Program

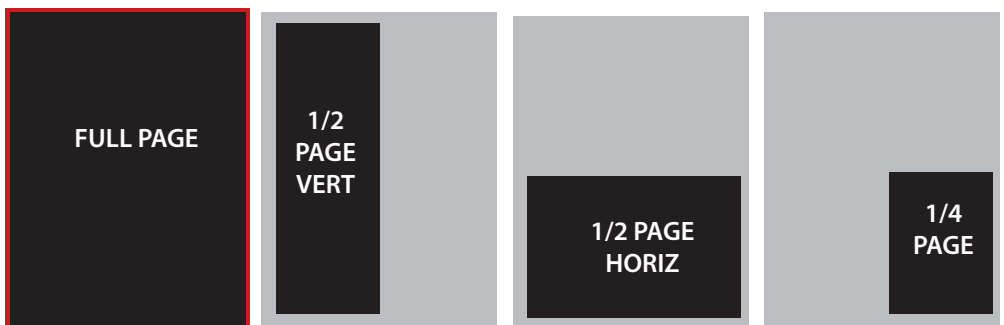
Publication Size ..... 8.125" x 10.875"

Full Page ..... 8.125" x 10.875"

1/2 page vertical ..... 3.5652" x 10"

1/2 page horizontal .... 7.375" x 4.875"

1/4 page ..... 3.5652" x 4.875"

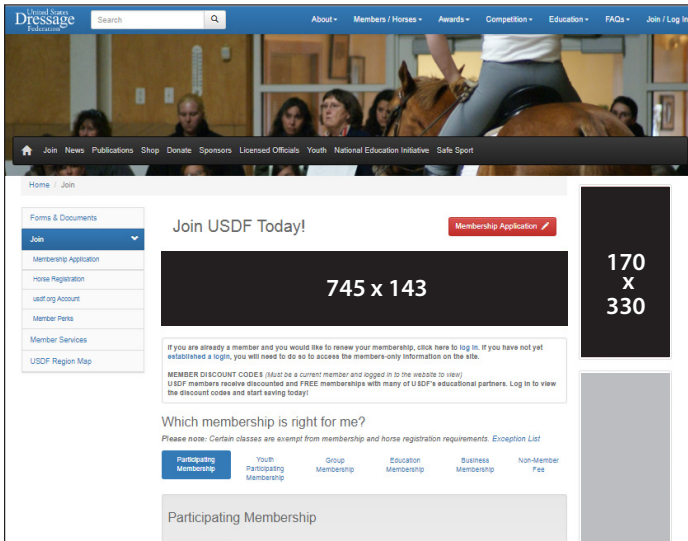


# AD DIMENSIONS - WEB

## USDF.org

Horizontal banner.....745px wide x 143px high

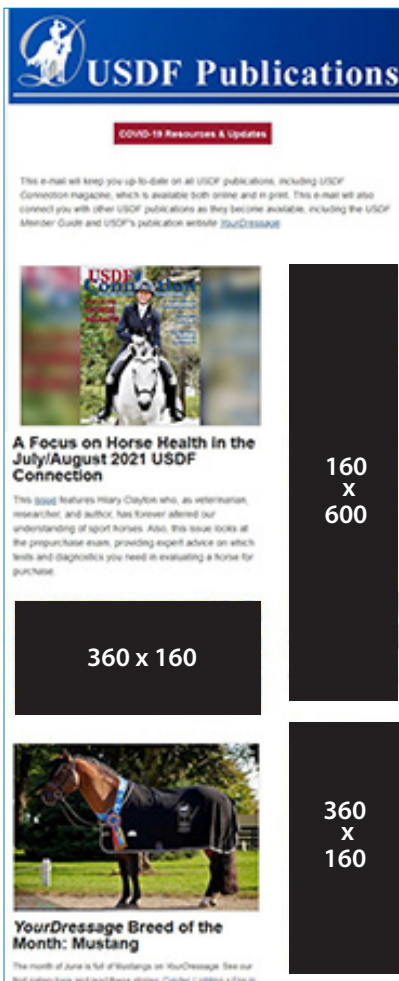
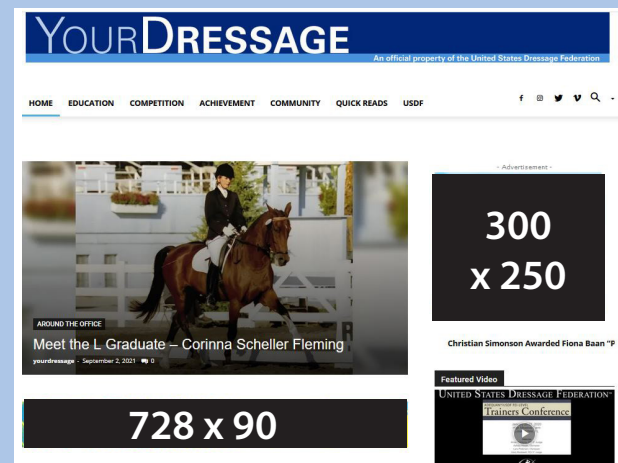
Vertical banner..... 170px wide x 330px high



## YourDressage.org

Rotating Rectangle .. 300px wide x 250px high  
(up to 3 ads rotate)

Leaderboard..... 728px wide x 90px high



## USDF Publications E-mail

Tower Banner.....160px wide x 600px high

Medium Banner Vertical.....360px wide x 160px high

Medium Banner Horizontal.....160px wide x 360px high

Contact Amber Wiseman, Advertising Sales Representative  
859-971-7828 • awiseman@usdf.org



# ARTWORK REQUIREMENTS

## Print

### File Format

- PDF (.pdf) – high resolution press quality file with embedded fonts, no crop marks
- TIFF (.tif) – high resolution @ 300dpi
- JPEG (.jpg) – high resolution @ 300dp

### File Specifications

- CMYK color (No spot colors or RGB files)
- Files should be actual (100%) ad size

## Digital (Online Properties)

### File Format

- PNG (.png) – web resolution @ 72 or 100 dpi
- JPEG (.jpg) – web resolution @ 72 or 100 dpi

### File Specifications

- RGB color (No spot colors or CMYK files)
- Files should be actual (100%) ad size

## Submitting Files to USDF

- E-mail ad files, up to 10MB, to [connection@usdf.org](mailto:connection@usdf.org) and [cc dtitland@usdf.org](mailto:cc dtitland@usdf.org)
- Larger files should be uploaded using a file transfer website, such as DropBox.
- Notify via e-mail ([dtitland@usdf.org](mailto:dtitland@usdf.org)) that the files have been uploaded. Include company name, contact information, size, and insertion information

# USDF ADVERTISING POLICIES

## USDF Advertising Policies

- Advertisements are accepted upon the representation that advertiser and agency have the right to publish the contents thereof.
- All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement at any time.
- Copy that is in variance with official USDF records or agreements may be changed as necessary to meet the requirements by USDF.
- Changes from a previous advertisement must be received by the material due date, or the ad will run as previously printed.
- Cancellations or changes must be made in writing and may not be made after the material due date.
- Frequency discounts will be applied only upon receipt of signed contract before the first ad material due date.
- New advertisers must send first payment by material due date. Prior advertisers will receive an invoice after the ad is published. Subsequent ads will not be run if previous ad is not paid within 60 days of invoice. A 1.5% finance charge per month will be assessed on balances over 30 days.
- If an agency fails to make payment in full within 60 days of invoice date, USDF reserves the right to bill the client directly for the full amount, and hold both parties responsible for payment.
- Advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising which advertiser ordered and which was published.
- Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.
- Publisher is not liable for delays in production, publication, or distribution.

# USDF ADVERTISING RATES

Rates effective 8/1/2024

## USDF Connection

Size	1X	3X	6X
2-page spread	\$4,467	\$4,422	\$4,285
Full page	\$2,346	\$2,326	\$2,253
2/3 page	\$1,786	\$1,764	\$1,711
1/2 page	\$1,524	\$1,508	\$1,463
1/3 page	\$ 1,083	\$ 1,165	\$ 1,029
1/6 page	\$ 657	\$ 643	\$ 626
<b>Covers</b>			
Inside covers	\$2,931	\$2,897	\$2,802
Back cover	\$3,158	\$3,126	\$3,035
<b>Rider's Market</b>			
Large	\$148/month		
Small	\$100/month		

## USDF Member Guide

Size	Rate
Two-Page Spread	\$2,087
Outside Back Cover	\$1,702
Inside Front Cover	\$1,516
Inside Back Cover	\$1,516
Full Page	\$1,391
Half page	\$1,084
Quarter page	\$780

## US Dressage Finals Program

Size	Rate
2- page Spread	\$806
Full Page	\$425
Half page	\$274
Quarter page	\$152

# USDF DIGITAL AD RATES

Rates effective 8/1/2024

## YourDressage.org Ad Types

### Featured Ads

Ad is placed within a feature article. These are articles that are in the rotation at the top of the homepage. Every week it will appear in a different featured article. The ad will not be taken down (unless requested) so it will be archived with the article indefinitely.

### Home Page Ads

Ads appear on homepage and some other pages throughout the website. Medium Banner ads rotate through three separate ads. Two Leader board ads and one half-page ad are static on the page.

### Sponsored Content

This is editorial content that is submitted with an ad. Editorial content must be supplied by the advertiser and be of value to the USDF audience. The article will be tagged as sponsored content and must be approved by USDF. It will be featured for one week but will continue to appear in archived content on the website.

## USDFScores.com

Special placement within the USDF.org website. The official USDF source for the most accurate and complete dressage scores, USDFScores.com. Only full banner size available.

## YourDressage.org Sizes

Rotating Rectangle.....300px wide x 250 px high  
Leaderboard.....728px wide x 90px high  
Rectangle in Article.....300px wide x 250 px high

## USDF Publications E-mail

Tower Banner.....160px wide x 600px high  
Medium Banner .....360px wide x 160px high  
Small Banner .....600px wide x 68px high

## USDF.org

Horizontal banner .....468px wide x 90px high  
Vertical banner.....170px wide x 330px high

## USDF Digital Ads

Size	Rate
Website Full Banner	\$330/6 months
Website Full Banner USDFScores.com	\$880/6 months
Website Vertical Banner	\$660/6 months
Website Vertical Banner USDFScores.com	\$1320/6 months
USDF Publications E-mail Tower Banner	\$220/month
USDF Publications E-mail Medium Banner	\$165/month
USDF Publications E-mail Small Banner	\$83/month
YourDressage.org Leaderboard Home Page Ad	\$330/6 months
YourDressage.org Rotating Rectangle Home Page Ad	\$1320/6 months
YourDressage.org Leaderboard in Featured Article Ad	\$110/1 month
YourDressage.org Rectangle in Featured Article Ad	\$220/1 month
Sponsored Content	\$1100 per article