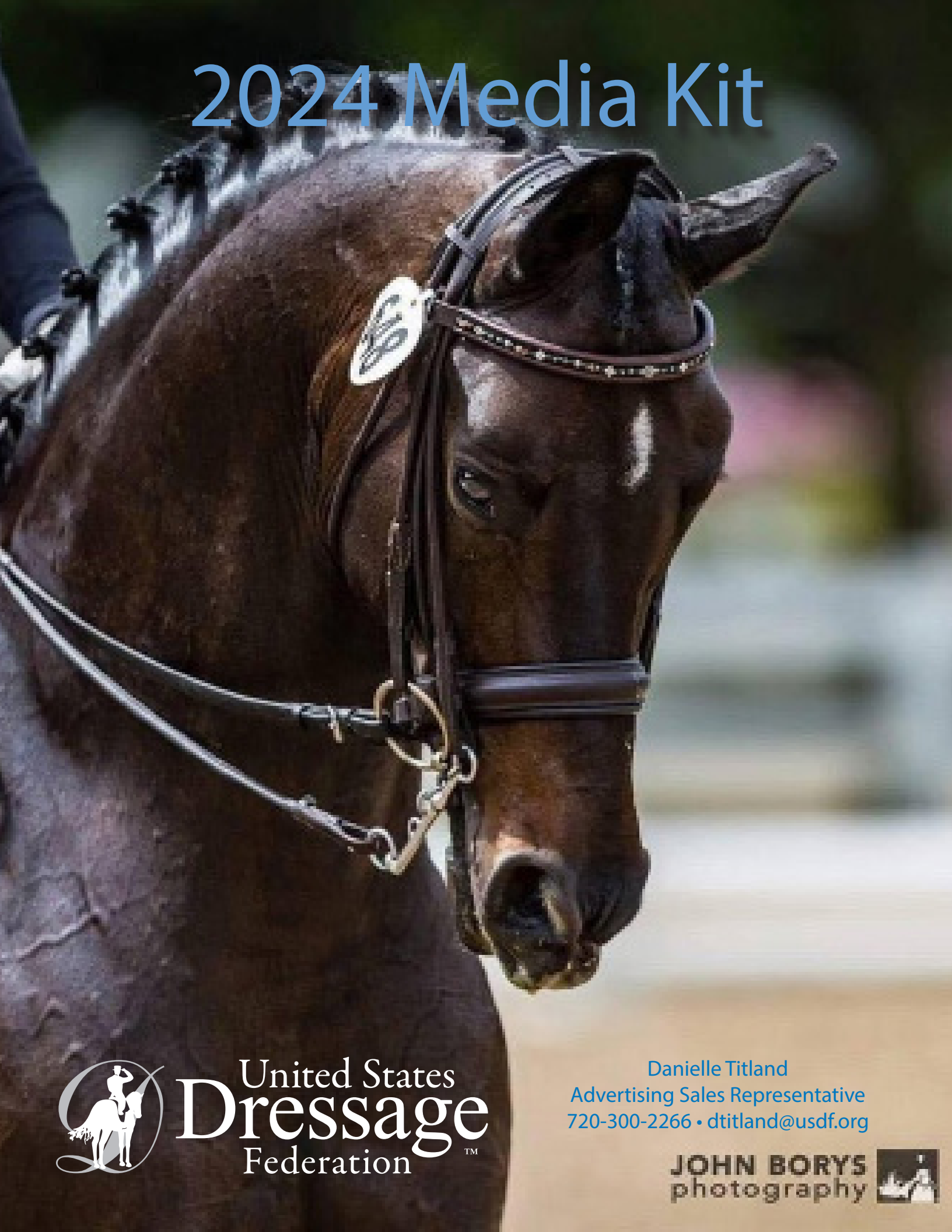


# 2024 Media Kit



United States  
**Dressage**<sup>™</sup>  
Federation

Danielle Titland  
Advertising Sales Representative  
720-300-2266 • [dtitland@usdf.org](mailto:dtitland@usdf.org)

**JOHN BORYS**  
photography





# 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

**27,583** members in 2019  
**+250** 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

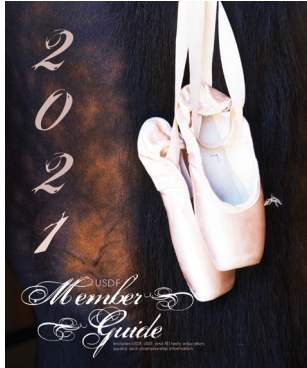
- Over 90% of members surveyed have purchased saddles/tack or riding apparel in the last three years
- 96% are female
- Over 75% attended college
- 55% of the membership has an income of \$100,000 or more
- An average of 10% of members surveyed plan to purchase arena footing and grooming implements, 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 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.



### 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.

### US Dressage Finals Program

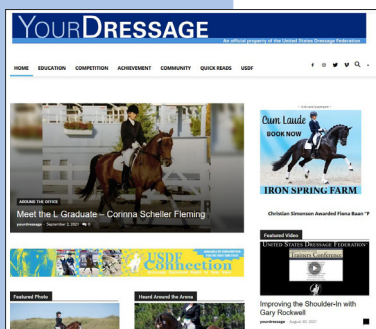
This complimentary program is distributed to all competitors, trainers, horse owners, and spectators at the annual US Dressage Finals. This premier event showcases the top adult dressage competitors from across the country, vying for national honors.



## DIGITAL

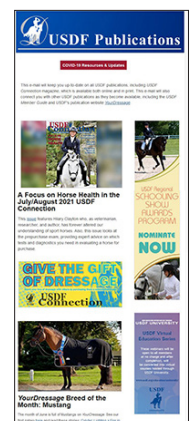
### YourDressage.org

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.



### 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

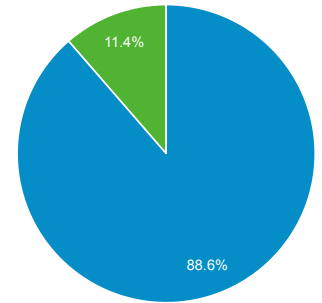


# YOUR DRESSAGE

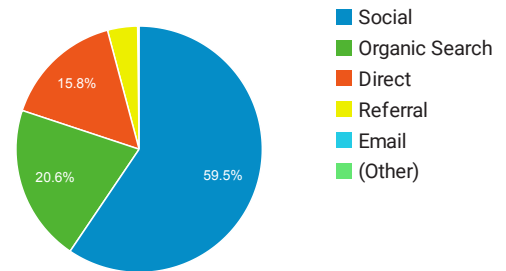
An official property of the United States Dressage Federation

In 2021, the website gained roughly 110,000 unique users, averaging an approximate 12% return user rate per month. With over 350,000 page views, YDO users average two and a half pages per session. Since its launch in April of 2019, YourDressage has gained a total of ~280,000 new users.

■ New Visitor ■ Returning Visitor

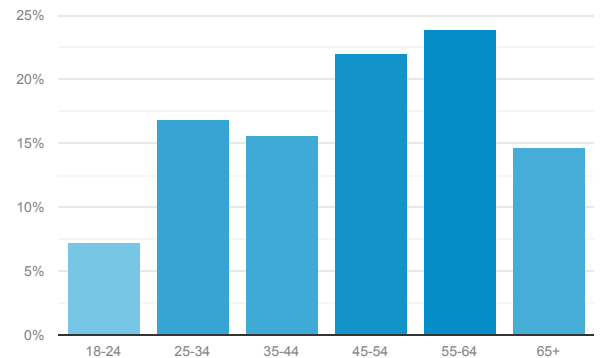
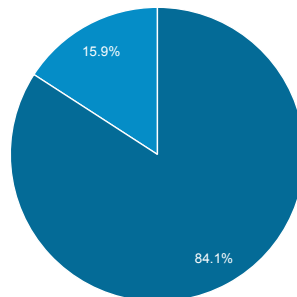


Main acquisition of new users is social media with 59.5%. Second is an organic search at 20.6%. Third is a direct link at 15.8%. and fourth is a referral from another site at 3.9%. Top social media user acquisition source is Facebook with a resounding 97.6%. Second is Twitter at 1.3%. Third is Instagram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

■ female ■ male



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	InsertionOrdersDue	Ads Due
<b>January/February 2024: 2024 Stallion &amp; Sport-Horse Breeding Issue</b> <i>Spaying the mare: pros and cons • Beyond Welly World: growth of other Florida venues • 2023 Pan American Games dressage coverage</i>	11/5/2023	11/15/2023
<b>March/April 2024: 2023 Yearbook</b> <i>2023 US Dressage Finals coverage; 2023 USDF convention coverage</i>	1/5/2024	1/15/2024
<b>May/June 2024: The Show Issue</b> <i>2024 USDF FEI-Level Trainers Conference coverage • The changing competition landscape • Diversity and the equine industry</i>	3/5/2024	3/15/2024
<b>July/August 2024: Horse Health</b> <i>Equine dental issues • Is spookiness genetic? • 2024 Paris Olympic Games dressage preview</i>	5/5/2024	5/15/2024
<b>September/October 2024: Youth Issue</b> <i>Find your tribe: How youth can connect with like-minded young dressage enthusiasts • Prize money in dressage competition</i>	7/5/2024	7/15/2024
<b>November/December 2024: Olympic dressage issue</b> <i>2024 Paris Olympic dressage coverage • 2024 Paris Paralympic Games para-dressage coverage</i>	9/5/2024	9/15/2024

## YourDressage.org

Issue/Topics* (these are subject to change and other stories will appear regularly)	Insertion Orders Due	Ads Due
<b>January:</b> <i>How two dressage horses became immortalized as Breyer models</i>	12/1/2023	12/15/2023
<b>February:</b> <i>My favorite dressage books</i>	1/1/2024	1/15/2024
<b>March:</b> <i>Meet the 2023 USDF Arts Contest grand-prize winner</i>	2/1/2024	1/15/2024
<b>April:</b> <i>How to find and enter a dressage show</i>	3/1/2024	3/15/2024
<b>May:</b> <i>Fashion for larger riders</i>	4/1/2024	4/15/2024
<b>June:</b> <i>Update on the now-famous twin warmblood foals. How are they doing now?</i>	5/1/2024	5/15/2024
<b>July:</b> <i>2023 Paris Olympic &amp; Paralympic dressage preview</i>	6/1/2024	6/15/2024
<b>August:</b> <i>Bonjour from Paris: Daily reports from the 2024 Olympics</i>	7/1/2024	7/15/2024
<b>September:</b> <i>Postcard from the Paralympics</i>	8/1/2024	8/15/2024
<b>October:</b> <i>Equine-related contract issues</i>	9/1/2024	9/15/2024
<b>November:</b> <i>My favorite dressage freestyle</i>	10/1/2024	10/15/2024
<b>December:</b> <i>Profile of dressage rider and fine artist Elizabeth Britten Hendrix</i>	11/1/2024	11/15/2024

### USDF Member Guide

InsertionOrdersDue	Ads Due
9/5/2024	9/15/2024

### US Dressage Finals Program

InsertionOrdersDue	Ads Due
9/30/2024	10/7/2024

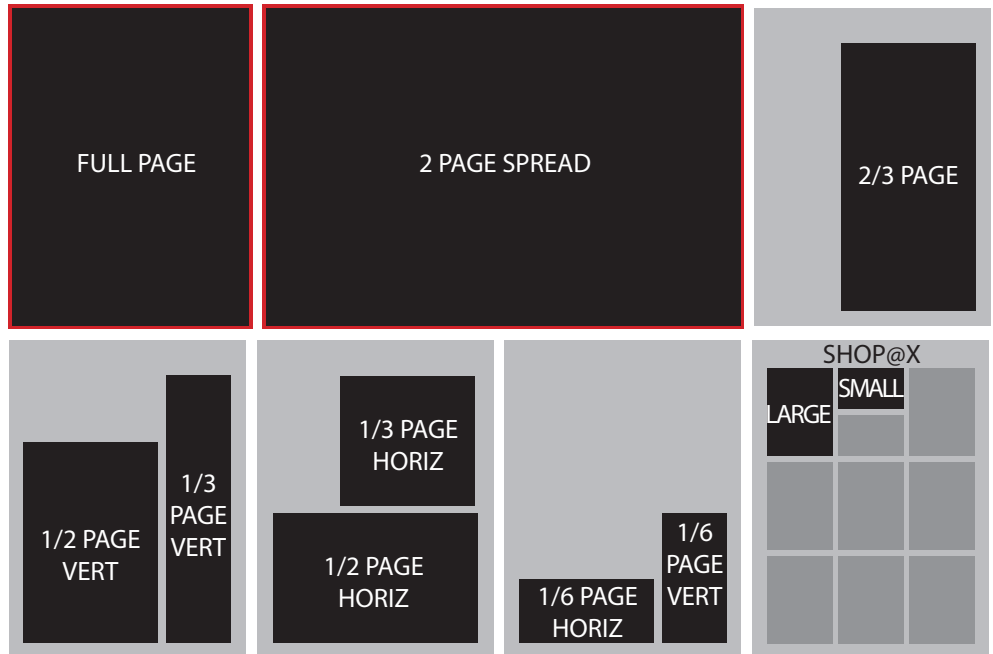
### USDF.org & YourDressage.org

InsertionOrdersDue	Ads Due
7th before the published month	15th before the published month

# Ad Dimensions - Print

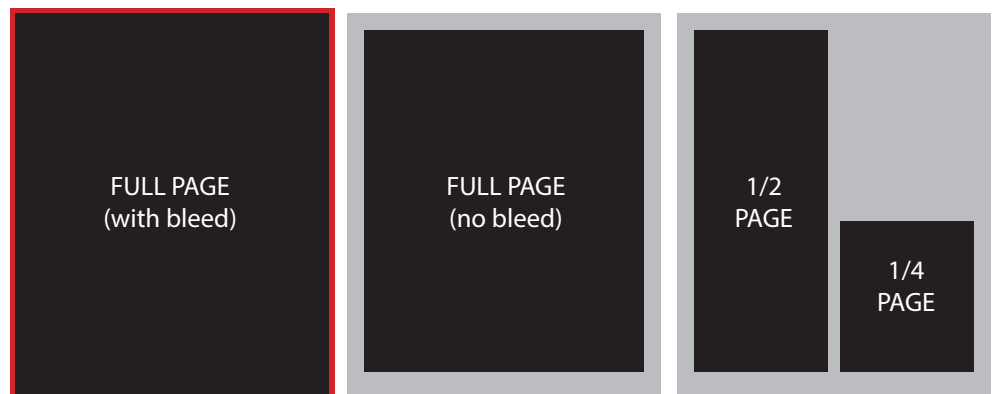
## USDF Connection

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 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"x1.375"



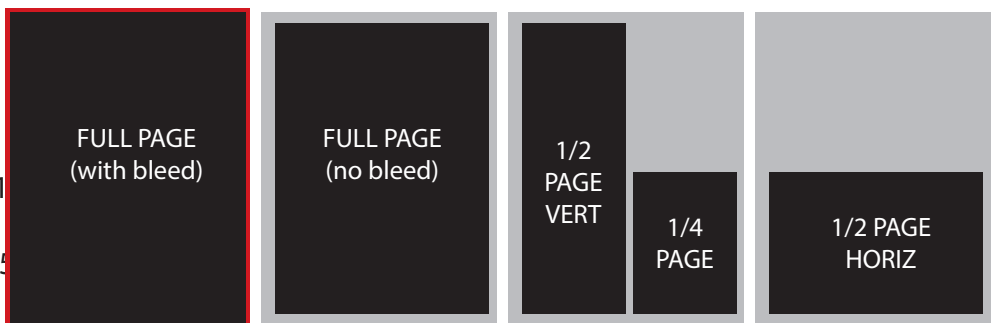
## USDF Member Guide

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 1/4 page .....3" x 4.2"  
 Outside Back Cover 3.425"x9.5"  
 Bleed:3.55"X9.75"



## USDressage Finals Program

Trim Size .....8.125"x10.875"  
 Bleed.....0.125"  
 Full Page (no bleed) 7.375" x 10"  
 Full Page (w/bleed) 8.375" X 11.1"  
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 1/2 page horizontal 7.375" x 4.875"  
 1/4 page .....3.5652" x 4.875"

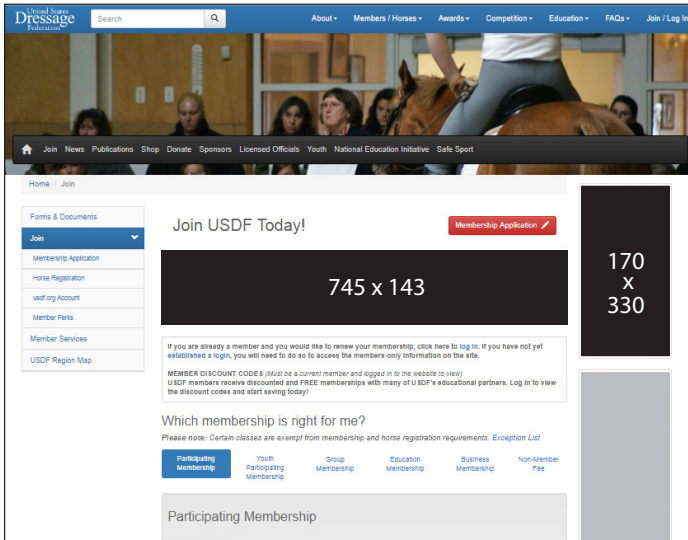


# Ad Dimensions - Digital

## USDF.org

Horizontal banner 750px wide x 143px high

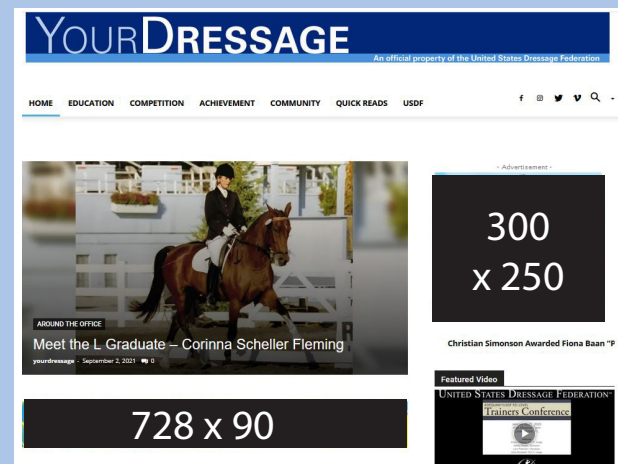
Vertical banner 170px wide x 330px high



## YourDressage.org

Medium 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 Danielle Titland, Advertising Sales Representative  
720-300-2266 • dtitland@usdf.org



# Artwork Requirements

## 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: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.