



HORSESDAILY®

For People With a Passion for Horses™

Est. 1997

2024 MEDIA KIT



WWW.HORSESDAILY.COM

HORSESDAILY MARKETING PACKAGES WITH
ADDITIONAL FEATURES

ABOUT HORSESDAILY

HorsesDaily.com is a well-established platform in the equestrian world, providing news and media related to horses for over two decades. Founded in 1997, the website was a pioneer as the oldest and longest running equine website on the internet.

HorsesDaily has been a go-to source for equestrian enthusiasts, offering a diverse range of content.

Updated daily with breaking news, articles of interest, event coverage, and beautiful photos, HorsesDaily continues to evolve in the ever-changing technology of communication, where content is pushed through social media channels. Carefully crafted content has earned the notice of the leading search engines, where much of HorsesDaily's content rises to the top due to traffic and searchability.

Our experience in horse media spanning such a significant period indicates a deep understanding of the industry and a passion for sharing information about horses. Over the years, we've built a strong network within the equestrian community, establishing trusted relationships with riders, trainers, breeders, and other stakeholders.

Our mission is to develop a team of the finest companies in the industry who share our passion for horses and who value positivity, and a dedication to knowledgeable quality service.



859 - 940 -8517



@horsesdaily



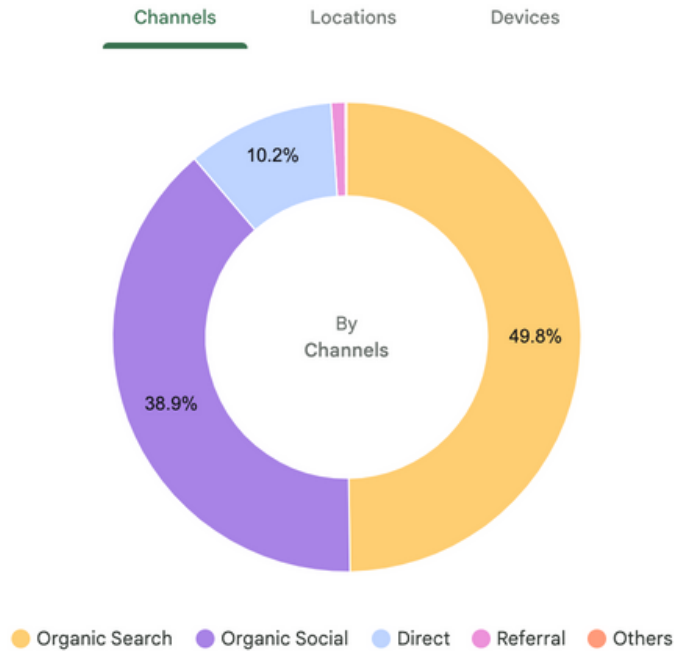
mary@horsesdaily.com



Florida

WEBSITE ANALYTICS

We get majority of our traffic from just organic search. Showing that we show up at the top of google searches.



WEBSITE TRAFFIC

This is just 90 days from our new website analytics. The 22,000 unique visitors are all brand new visitors to the website. We get over 40,000 monthly visitors.

Search traffic over the last 90 days

Total Impressions

1.4M

Total Clicks

22K

Unique Visitors from Search

22K

Monthly

All Visitors

44K

ENHANCED READERSHIP DEMOGRAPHICS

- TARGET AUDIENCES:
 - HORSE OWNERS
 - AMATEUR AND PROFESSIONAL RIDERS
 - ACTIVE COMPETITORS
 - INDIVIDUALS IN EQUESTRIAN GOVERNANCE
 - HORSE SHOW OFFICIALS AND MANAGERS
 - FANS OF EQUESTRIAN COMPETITION

- ECONOMIC PROFILE:
 - HIGH-INCOME READERSHIP

- READERS INVEST SIGNIFICANTLY IN:
 - BOARDING
 - LESSONS
 - TACK
 - VETERINARY SUPPLIES
 - FEED
 - SUPPLEMENTS
 - BLANKETS
 - SHEETS
 - BOOTS
 - TRANSPORTATION
 - BEDDING

ADVERTISEMENT GUIDELINES

HEADER BANNER & END OF ARTICLES

940PX X 278PX

SIDEBAR AD

250PX X 250PX

- File types accepted: PNG or JPG (PNG file preferred)
- Resolution: 72dpi

The sizes above are in pixels

Ads will be placed in (3) specified locations on Horsesdaily.com

PARTNERSHIP OPPORTUNITIES

What we offer inside our marketing packages

- ✓ Community Landing Page
- ✓ Social Media Posts
- ✓ Multiple Banners
- ✓ Articles
- ✓ Live Review
- ✓ Skincare Experiment
- ✓ Fashion Review
- ✓ Other

SOCIAL MEDIA FOLLOWERS

Dressage Daily



12K

Horses Daily



3K

Driving Daily



2K

Horse Market



3K

ELITE PACKAGE

\$10,000 ANNUAL

Companies that have been extended invitations and with whom we have cultivated solid relationships, recognizing the potential for a mutually advantageous collaboration.

- PROVIDE LANDING PAGE
 - Improves SEO (Search Engine Optimization)
 - Links back to website, social media accounts
 - Photo Gallery
 - Add Videos
 - Put Facebook Feed on the page
- LEAD SPONSOR OF WEEKLY NEWSLETTER
 - Subscriber #
 - Open Rate:
- ADVERTISING SPACE ON EACH HORSE MARKET AD
 - Most viewed pages on the website
- ADVERTISING SPACE ON EACH REAL ESTATE LISTING
- TWO BANNERS - CIRCULATE THROUGHOUT WEBSITE
 - SIZES:
 - Two banner changeouts if there are specials happening
- AN ARTICLE MONTHLY ON WEBSITE (*\$4,000 value*)
 - Collaborate with our writers to create best effect
 - We will provide suggestions ideas
 - Will be featured on our social media platforms
 - Provide any deals or special events coming up and we will be sure to work with you on that
- MENTIONED ON MULTIPLE SOCIAL MEDIA PAGES
 - Once every two weeks
- CREATE A SHORT-FORM VERTICAL VIDEO
 - Once a month to share access to social media pages
- PROVIDE MONTHLY STATISTICS
 - Landing page performance
 - Banner Performance
- BONUS: SOCIAL MEDIA CONSULTATION (value \$1397)
 - How to grow social platforms
 - What content should be posted
 - Provide social media content ideas
 - How to do FB/IG ads if desired to grow page(s)

PREMIUM PACKAGE

\$6,000 ANNUAL

Companies that have been extended invitations and with whom we have cultivated solid relationships, recognizing the potential for a mutually advantageous collaboration.


- PROVIDE LANDING PAGE
 - Improves SEO (Search Engine Optimization)
 - Links back to website, social media accounts
 - Photo Gallery
 - Add Videos
 - Put Facebook Feed on the page
- TWO BANNERS - CIRCULATE THROUGHOUT WEBSITE
 - SIZES:
 - Two banner changeouts if there are specials happening
- 6 ARTICLES - 1 EVERY OTHER MONTH (*\$2,000 value*)
 - Content provided
 - with a scheduled approved writer
- MENTIONED ON MULTIPLE SOCIAL MEDIA PAGES
 - Once a month
- CREATE A SHORT-FORM VERTICAL VIDEO
 - Once a month to share access to social media pages
- PROVIDE MONTHLY STATISTICS
 - Landing page performance
 - Banner Performance
- BONUS: SOCIAL MEDIA CONSULTATION (value \$1397)
 - How to grow social platforms
 - What content should be posted
 - Provide social media content ideas
 - How to do FB/IG ads if desired to grow page(s)

AD LOCATIONS

Home Page

1. Below first article

Published On: January 27, 2024




[Driving Daily](#), [Driving Ponies](#), [Featured](#), [Focus](#), [Markel Insurance](#), [News](#), [Showtime](#)
[Grand Oaks CDE 2024](#), [Grand Oaks Equestrian Resort](#), [Image Gallery](#)


Grand Oaks USEF 2024 Combined Driving Event – Prize List, Schedules and Results

The USEF Grand Oaks Combined Driving Event and Combined Test, January 25-28, 2024, will [...]


Published On: January 25, 2024



February 5, 2024 | [Dressage Daily](#), [Driving Daily](#), [Eventing](#), [Featured](#), [News](#), [Para Equestrian](#), [Show Jumping Daily](#) | [Dr. Cesar Farra](#), [High Performance](#) [Read More >](#)

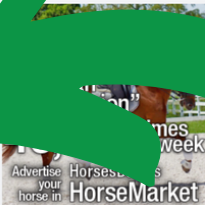


HORSEMARKET
Matching Quality Horses
with Quality Buyers
Since 1997




valerian rhy - Future FET Star Scoring
Up to 8.0

[View Horsemarket Listings](#)



Advertise your horse in HorseMarket

FAST AND EASY QUOTE FOR YOUR NEW HORSE WITH MARY PHELPS



MARKEL
MARY PHELPS
UNIQUELY QUALIFIED

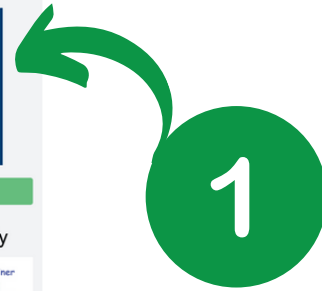


AD LOCATIONS

Horse Listing Page

The screenshot shows the HorsesDaily website interface. At the top, there is a navigation bar with links for 'Horse Market', 'Real Estate', 'Community', and 'Shop'. Below this is a search bar and a main navigation menu with categories like 'News', 'Showtime', 'Community', 'Insurance', and 'Wellness'. The main content area features a large image of a rider on a horse, with a 'Return to Search' button below it. To the right of the main content is a sidebar containing several advertisements: a quote for a new horse, a 'QUARRY VIEW' real estate listing, a 'BRAINi' supplement advertisement, and a profile for Brett Barrett, DVM, CJF. At the bottom of the page, there is a footer with the HorsesDaily logo, social media links, and a newsletter sign-up form.

1. Sidebar
2. Community Landing



AD LOCATIONS

Article Page

1. Below Article



COMMUNITY LANDING PAGE

The screenshot shows the website for Quarry View Building Group. The page features a main heading, descriptive text, a featured image of a large barn, a gallery of various barns, and a section for related articles. Numbered callouts (1-6) are placed over the page to identify key elements: 1. Description (text), 2. Links (social media icons), 3. Featured Image (main barn image), 4. Gallery (grid of barn images), 5. Related Articles (three article cards), and 6. Social Media Feed (social media icons).

1. Description
2. Links
3. Featured Image
4. Gallery
5. Related Articles
6. Social Media Feed
a. (has to be provided)

The footer contains the HorsesDaily logo, navigation links for Horse Market, Real Estate, Community, and Shop, and a newsletter sign-up form. The form includes fields for First Name, Last Name, and Email address, with a Submit button. Below the form is a small logo and a registered trademark notice.