



**D**etermining just where and how to spend your advertising budget is the most critical part of your annual marketing plan, so it's vitally important to actually examine the readers of all the equine magazines available to you. The biggest difference you'll find is between the "enthusiast" magazines published by several huge media conglomerates and the equine business magazines produced by only a few smaller publishing companies.

If the people who buy your products are those who own large equine facilities - training facilities run by professional riding instructors - then you should take a look at ***Riding Instructor*** magazine. In an ongoing survey by the American Riding Instructors Association, over 88% of subscribers own large-scale equine facilities. Over 55% of our readers own 9 horses or more, and another 30% own between 4 and 8 horses. 81% of our subscribers teach over 50 students a week.

***Riding Instructor*** is a business publication editorially directed to all those involved with the business of training riding students and horses. It is the trade publication for riding instructors. Our subscribers are in the ideal position of recommending or requiring their students (over 500,000 of them!) to purchase and use specific brands and equine products. AND, they're the resident experts who every student, and their parents, turn to for advice on what to buy and use.

As the official publication of ARIA, ***Riding Instructor*** is published quarterly, which gives you only four opportunities each year to reach our highly qualified, professional riding instructors.

Please let me know if you have any questions or would like to book ad space in any of our upcoming issues. We'd be happy to send you a copy of our most recent issue on request.

Sincerely,

*Donna*

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