



HORSEROOKIE™

KNOWLEDGE IS HORSEPOWER

MEDIA KIT

*Explore digital opportunities to connect
with up-and-coming equestrians.*

CONTACT US
OUTREACH@HORSEROOKIE.COM

Revised February 2024

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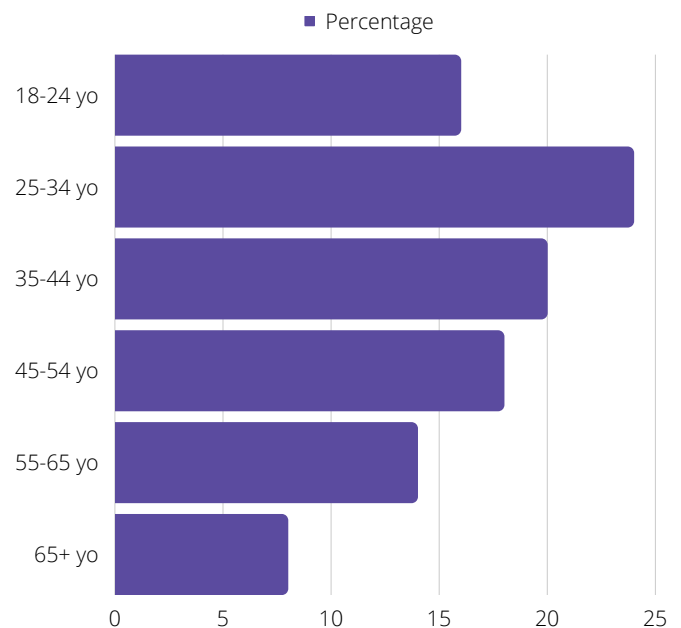
OUR "WHY"

We help equestrians of all levels answer common questions, make informed decisions, and have fun with horses.



OUR AUDIENCE

Horse Rookie readers are horse-crazy, primarily **25-54 years old women** with disposable income for equine interests.



OUR SUBSCRIBERS

*With **9,500+ email subscribers**—and ~200 new fans joining each month—we see a 30% open rate and 2% click rate.*

WEBSITE HIGHLIGHTS

105,000

average monthly website traffic

80%

USA visitors (9% GB, 7% CAN, 4% AUS)

60%

female audience (40% male)



CONNECT WITH HORSE ROOKIES

Choose Your Content Partnership Package

\$2,500

WIN PACKAGE

- 750-1,000-word Brand Spotlight (drafted by us)
- 4 original blog articles (SEO optimized)
- 4 sponsored emails
- 2 in-depth product spotlight blog posts

\$1,500

PLACE PACKAGE

- 750-1,000-word Brand Spotlight (drafted by us)
- 2 original articles (SEO optimized)
- 2 sponsored emails
- 1 in-depth product spotlight blog post

\$500

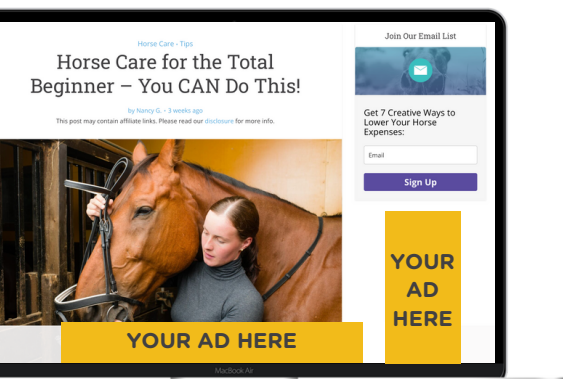
SHOW PACKAGE

- 1 original article (SEO optimized)
- 1 Instagram post with link to your article
- 1 sponsored email

All packages valid for 12 months. Links within paid content are no-follow per Google requirements.

Giddy up & contact us

Outreach Manager
outreach@horserookie.com



ADVERTISE ON HORSEROOKIE.COM

Connect with Horse Rookie's website audience via our ad partner Mediavine. Using their online marketplace, Mediavine Direct, you can buy into site inventory, upload ad creative, pick flight dates, and set your budget (\$100 minimum) in minutes!

Visit sales.mediavine.com/horse-rookie to sign up.

