



Equestrian Entries 2012 Media Kit

Equestrian Entries Site Information:

- Avg time on site: 7.02 minutes/ visitor
- Page views per visit: avg 7.13
- 5000+ registered users (and growing fast!)
- 20X annual growth rate year over year
- Users are show managers and entrants
- Users actively spending on horses

What are they spending on?

Active equestrian competitors spend on average \$16,000 per year on horse related products and services and will spend an estimated \$1.6 billion dollars in 2011 on horse related products:

Type of Product	Annual Average Spend *
Horse Feed	\$371 million
Trailers	\$337 million
English Tack and Saddlery	\$145 million
Fencing	\$144 million
Stable Supplies	\$132 million
Equine Medicines and Drugs	\$115 million
Equestrian Apparel	\$73 million
Vitamin and Mineral Supplements	\$47 million
Blankets and Sheets	\$36 million
Horse Health Care Products	\$36 million
Grooming Products and Equipment	\$30 million
Hoof Treatment	\$26 million
Dewormers	\$20 million
Fly Control	\$15 million
Helmets	\$10 million
Leather Care Products	\$7 million

*<http://www.usef.org/documents/marketing/mediakit.pdf>

What Makes Equestrian Entries Different?

Our users! Equestrian Entries provides a unique online show entry service. Our users are active equestrians riding and showing nationwide at all levels of Eventing, and Dressage (and soon Hunter Jumper and Western!).

Our users are more than just the casual rider, or horse enthusiast. They are high performance riders, trainers, owners, and breeders that are the life blood of the show industry. Their commitment to their sport is evident in the amount of time and money spent on horses, and horse related products. Users have continued to actively compete and spend money on their horses, even in difficult economic times.

Why Are People Using Equestrian Entries?

Equestrian Entries stands out from other online entry services because our proprietary rules engine, EntryGuard™ ensures entries are as complete and correct as possible. As well, our easy step by step, guided entry process and our helpful and friendly customer support makes signing up and paying for shows and events online easy, convenient and **much** faster than conventional paper entries.

Equestrian Entries also helps keep users up to date with industry trends and news with our very popular monthly newsletter and also keeps them up to date on local and national shows through our weekly "Upcoming Events" emails. In the last three years, Equestrian Entries has become a central point of show information for the active equestrian.

**Want more information about advertising with us?
Contact us: sales@eqentries.com**

Equestrian Entries Introductory Online Advertising Rates

EquestrianEntries.com – Site ads appear on all pages of the site with the exception of the home page. Banner sizes are 970 x 90 (Guided Entry Process Ads and 120 x 240 (User Home Page and Event Calendar.) Please submit both sizes.

Banner Pricing:

\$200/month – 3 months \$150/month – 6 months

Monthly Equestrian Entries Email Newsletter – Offering up to date industry trends and news with an anticipated readership of 10,000-15,000 by the end of 2011.

Newsletter ad size is 120 x 240.

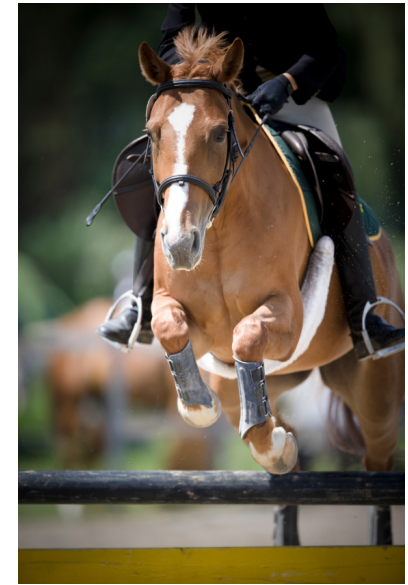
Newsletter Pricing:

\$150/mo – 3 months \$100/month – 6 months

“Upcoming Events” Weekly Emails – sent to users every week to remind them of new and upcoming events and shows in their area and around the country. Weekly email ad size is 120 x 240.

Weekly Email Pricing:

\$250/mo – 3 months \$200/mo – 6 months



Package A

All Three

Pricing (30% discount)

\$420/mo – 3 mo

\$315/mo – 6 mo

Package B

Weekly Emails & Banner

Pricing (20% discount):

\$360/mo – 3 months

\$280/mo – 6 months

Package C

Weekly Emails & Newsletter

Pricing (20% discount)

\$320/mo – 3 months

\$240/mo – 6 months

Package D

Banner Ad & Newsletter

Pricing (20% discount)

\$280/mo – 3 mo

\$240/mo – 6 mo



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