

Mid-South Horse Review Demographics

- Horse Owners spend 5 or more hours a week reading Horse Publications
 - 10,000 Copies are Distributed monthly
 - Pass-along Readership is ~ 25,000

Our website averages 250,000 hits monthly

Gender:

- 80 % female
- 20% Male

Audience: A wide following of readers of all ages

- Ages 25-44 (42% of Readers)
- Ages 45-55+ (38% of Readers)
- Ages 13 -24 (20% of Readers)

Readers are Economically Diverse:

\$25,000- \$150,000 and up - annual income
Readers are found in diverse types of communities from rural to urban.

Three kinds of readers:

- Intense Enthusiasts (the largest group)
- Equine Professionals • Casual Enthusiasts
 - Equine Publications are the #1 source of equine info. for Intense Enthusiasts
 - Equine Professionals spend the most money on horse products and their horses.



6220 Greenlee St. • P.O. Box 594 • Arlington, TN 38002-0594
Office/Fax: (901) 867-1755 • www.midsouthhorsereview.com
• Email: midsouthhorsereview@yahoo.com