

REINED COW HORSE NEWS

2026 MEDIA KIT

ABOUT REINED COW HORSE NEWS

Reined Cow Horse News is the official publication of the National Reined Cow Horse Association. Dedicated to the reined cow horse enthusiast, Reined Cow Horse News covers the latest NRCHA show information and results plus provides articles on NRCHA members and competitors, as well as articles on equine health, show management and training tips. With a direct mailing to the entire membership of the NRCHA, ads in Reined Cow Horse News reach people with a specific interest in the cow horse market.

NRCHA MEMBER DEMOGRAPHICS

NRCHA members represent a highly engaged, affluent, and influential audience within the western performance horse industry. They are active competitors, dedicated horse owners, and key decision-makers when it comes to purchasing equine, ranch, and lifestyle products.

MEMBERSHIP STATISTICS

Gender: 73% of the membership is female

Age: Average age of 51

- 35% between ages 35–54
- 25% between ages 55–64

Household Income: Average \$240,000 annually

Property Value: Average horse property value is \$1.4 million

Horse Ownership: Members own an average of 7 horses

Other Animal Ownership: 90% of members own dogs and 39% own cattle

Competition Activity: Members compete on average 11 times per year

Purchase Behavior: Members actively purchase a wide range of horse-related and lifestyle products, budgeting significant amounts for: hay/feed, equine insurance, vet products, tack, supplements, farm equipment and Western apparel



EDITORIAL CALENDAR

January/February:	National & Regional Champions
March/April:	Coverage of the World's Greatest Horseman® & the NRCHA Celebration of Champions
May/June:	Highlights from the NRCHA Stallion Stakes & NRCHA Hall of Fame Inductees
August/ September:	Stories from NRCHA Derby, the NRCHA Hackamore Classic, & World's Greatest Non Pro
October:	NRCHA Snaffle Bit Futurity® Program
November/December:	Complete coverage of NRCHA Snaffle Bit Futurity®

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SERVICES & RATES

- Full Page \$895
- 1/2 Page Horizontal \$535
- 1/3 Page Vertical \$385

PREMIUM & PREFERRED POSITIONS

Inside Front or Inside Back Cover(s)	\$150
Back Cover	\$250
Pages 1-29	\$75

Preferred position, when available, on a first come, first serve basis. 15% discount rate offered to current NRCHA Affiliates, subscribed stallions, and NRCHA Sponsors.

PRINT DEADLINES

ISSUE	SPACE DEADLINE	AD DUE	DELIVERY
JANUARY/ FEBRUARY	JAN 2	JAN 9	FEB 24
MARCH/ APRIL	FEB 23	MAR 2	APR 15
MAY/ JUNE	APR 20	APR 27	JUNE 12
AUGUST/ SEPTEMBER	JUL 10	JUL 17	AUG 28
OCTOBER	AUG 21	AUG 28	OCT 1
NOVEMBER/ DECEMBER	OCT 19	OCT 26	DEC 14

ADVERTISEMENT SIZES

Full Page

Bleed: 9.125" x 10.875"
Trim Size: 8.875" x 10.625"
Live Area: 8.375" x 9.875"

1/2 Page Horizontal

7.5833" x 4.688"

1/3 Page Vertical

2.4074" x 9.625"

PRINTING SPECIFICATIONS

- All digitally submitted ads should be saved as a PDF/X-1a PDF.
- Files must be saved as CMYK at 300 dpi. (not RGB)

AD MATERIALS CHECKLIST

- File Format: Adobe InDesign, Illustrator, or Photoshop, TIFF, EPS or PDF. (QuarkXpress and Microsoft Publisher files are not accepted.)
- Ad file set to correct dimensions.
- All resource files included in the ad (logos, graphics and photo images)
- All PostScript and Open Type fonts (True Type fonts not accepted.)
- For bleed ads please be sure to follow specifications listed allowing 0.25" beyond trim.
- Full page ads: All Equine Network advertisements' non-bleed copy must be 0.1875" from the ad trim (text and images). Content not within this area may be subject to trim