

# 2025-2026 MEDIA KIT



Photo by Katie Lewis



United States  
**Dressage**  
Federation™

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# UNITED STATES DRESSAGE FEDERATION™

As the largest organization to represent a single Olympic equestrian discipline, USDF provides access to the most dedicated of equestrian athletes. Not only do these athletes demand the best for themselves, whether it be in the barn or riding down the centerline at the US Dressage Finals, but USDF members also spare no expense when it comes to their equine partners, always interested in the newest innovations, supplements, medications, and products related to maintaining a happy and healthy horse. Most USDF members exhibit a lifelong dedication to the sport, even after their competitive career has ended, through their continued roles within the industry and by using their experience and influence to guide the sport into the future. In addition to serving as trainers, breeders, officials, and educators, these influencers also make up the dedicated volunteers who not only keep the sport alive through their hard work on the ground and in our communities, but also steer the future of the organization as whole, through their roles within USDF's governance. It is because of these dedicated members that USDF is looked to as the authority on dressage in the US. With nearly 30,000 members, over 100 affiliated organizations, and a plethora of educational programs, USDF is the go to destination for dressage education, competition, and achievement.

## USDF BY THE NUMBERS

**26,493** members in 2024  
**+314** business members

**65%** of members own a horse  
an average of 3 horses/person  
an average of 9 horses/business



OVER **85%** of members compete

**85,784** rides down centerline in 2019

**↑7.6%** increase in the number of recognized shows over the past 4 years

- Over 90% of members surveyed have purchased saddles/tack or riding apparel in the last three years
- 96% are female
- Over 75% attended college
- 55% of the membership has an income of \$100,000 or more
- An average of 10% of members surveyed plan to purchase arena footing and grooming implements, a barn, or a tractor in the next five years
- Over 80% of members surveyed use the following products: Feeds, Supplements, and Vaccinations/Wormers.
- Over 3,000 awards presented annually
- Over 2,000 people annually attend USDF educational events
- Average over 14,000 horses competing annually.
- Top 3 breeds:
  - 50% Warmbloods
  - 26% Thoroughbreds
  - 19% Quarter Horses

# OUR PUBLICATIONS

## PRINT



### USDF Connection

This is the official publication of USDF, with the ability to speak frequently, directly, and expertly to our members. Published six times a year. Also available online.



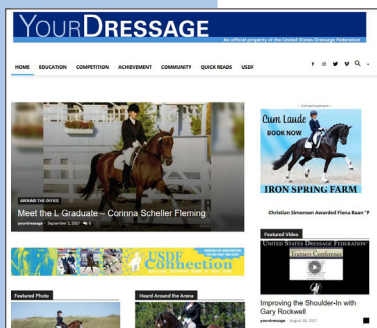
### USDF Member Guide

Visit any dressage show—whether it's one of nine Great American Insurance Group/USDF Regional Dressage Championships, any of more than 800 USDF-recognized competitions, or a schooling show—and you'll find the *USDF Member Guide* in the hands of riders, trainers, and horse-show parents. It includes USDF, USEF and FEI dressage tests along with USDF programs, USDF Awards, and Championships information. It is a USDF member benefit. The *USDF Member Guide* is also available online.

## DIGITAL

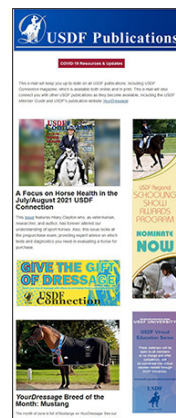
### YourDressage.org

In April 2019, USDF launched YourDressage.org as a new online product that serves as an additional member benefit, as well as an exciting, more user-friendly delivery method for USDF editorial content, as well as multimedia. See standalone page for the most recent statistics.



### USDF Publications E-mail

We also offer advertising banners in our monthly USDF Publications e-mail, which invites USDF members to view the latest digital publication offerings including *USDF Connection*.



### US Dressage Finals Program

This complimentary digital program is available to all competitors, trainers, horse owners, and spectators of the annual US Dressage Finals. This premier event showcases the top adult dressage competitors from across the country, vying for national honors.



### USDF.org

USDF offers banner ads on our website, USDF.org, as well as the official USDF source for the most accurate and complete dressage scores, USDFScores.com.



# USDF CONNECTION

OFFICIAL PUBLICATION OF THE UNITED STATES DRESSAGE FEDERATION

*USDF Connection* is USDF's member magazine. In addition to being mailed to the full USDF membership, six times per year, each issue is made available online, and maintained as an archive on the USDF website, for future viewing.

Now the reach has been increased even more by offering subscriptions to nonmembers.

So, for a direct line to the country's most committed dressage enthusiasts, *USDF Connection* is the place to be!

*"It has been such a privilege to partner with the United States Dressage Federation for nearly 20 years. The USDF membership has grown, and, with it, the spread of enthusiasm and love of dressage and the incredible horses that are the foundation of the sport. It is an honor to continue providing these horses and riders, as well as the entire dressage community, with educational resources, superior nutrition, and unmatched personal service. We look forward to many more decades of partnership."*

— Emily Smith, MS, Platinum Performance



With an average circulation of more than 20,000 copies, *USDF Connection* is read by more than

**80,000**

dressage enthusiasts.



Among American dressage enthusiasts, United States Dressage Federation members are unquestionably the most committed. To further their equestrian educations, in pursuit of their competitive goals, and to support the sport they love, they have chosen to become part of our country's only national dressage organization and its affiliated local and regional dressage associations.

USDF members—from Olympic-level competitors to eager new enthusiasts—share a common passion: to become the best dressage riders, trainers, officials, and horse owners they can be. They seek the best possible training, care, and equipment for their horses and themselves, and they have the dedication and the resources to pursue their quest for a "10." The USDF's award-winning magazine, *USDF Connection*, and the accompanying stable of USDF digital and social-media outlets help USDF members learn, share their journeys, and celebrate their achievements in the sport of dressage.

Join us!

  
Jennifer Bryant  
Editor, *USDF Connection*

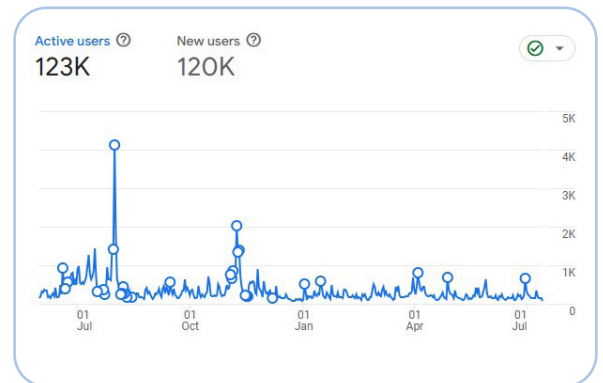
## Editor's Note



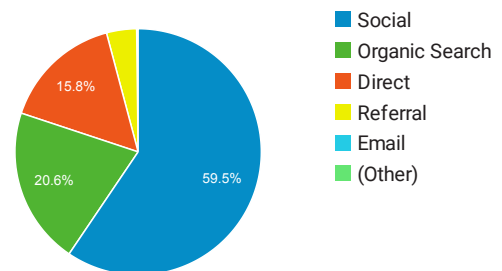
# YOUR DRESSAGE

An official property of the United States Dressage Federation

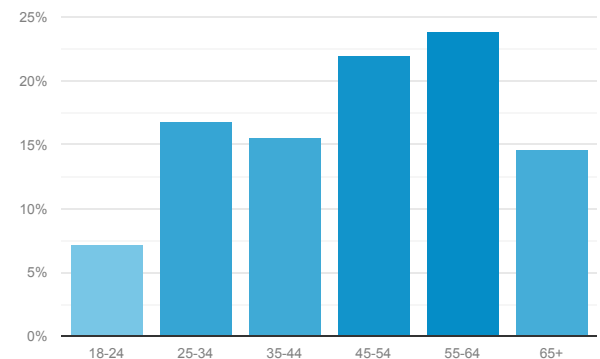
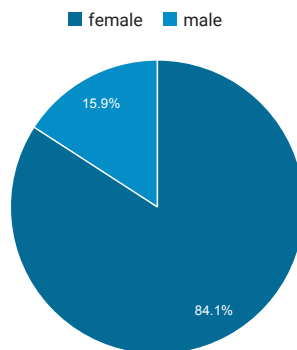
In the last 12 months, the website gained roughly 120,000 unique users, averaging an approximate 10% return user rate per month. With over 215,000 page views, YDO users average 1.75 pages per session. Since its launch in April of 2019, YourDressage has gained a total of ~480,000 new users.



Main acquisition of new users is social media with 59.5%. Second is an organic search at 20.6%. Third is a direct link at 15.8%, and fourth is a referral from another site at 3.9%. Top social media user acquisition source is Facebook with a resounding 97.6%. Second is Twitter at 1.3%. Third is Instagram at 0.8%.



The average user of YourDressage reflects directly the demographics of the organization, with the majority being over 35 years of age and overwhelmingly female.



The preponderance of content on YourDressage is unique and generated by the dressage community itself. From general horse-lover, to dressage fans, or your average adult amateur, YourDressage features stories from many different perspectives and many different sub-sects of the dressage community. This diverse content creates wide appeal for dressage enthusiasts, youth, adult amateurs, and professionals alike. YourDressage provides content of interest to everyone, young and old, and that appeals to your average horse lover or the most dedicated of USDF members.



# EDITORIAL CALENDAR & DEADLINES

## USDF Connection

Issue/Topics	Insertion Orders Due	Ads Due
<b>January/February 2026: Annual Sport Horse Breeding Issue</b> <i>Sport-horse breeding trends 2026; Column debut: Dr. Jane Manfredi, McPhail Dressage Chairholder; Making the jump to FEI; What can you do when it's too cold to ride?</i>	11/5/2025	11/15/2025
<b>March/April 2026: 2026 Yearbook</b> <i>2025 Adequan/USDF Annual Convention coverage; 2025 US Dressage Finals</i>	1/5/2026	1/15/2026
<b>May/June 2026: The Show Issue</b> <i>Adequan/USDF FEI-Level Trainers Conference coverage; Para-dressage classification explained; Small but mighty: Behind the success of the National Dressage Pony Cup</i>	3/5/2026	3/15/2026
<b>July/August 2026: Horse Health</b> <i>Melanoma: Latest advances in treatment; Genetic anomalies in sport horses; 2026 FEI World Cup Dressage Final coverage; How to improve your horse's walk</i>	5/5/2026	5/15/2026
<b>September/October 2026: Youth Issue</b> <i>First look: The new 2027 USEF and USDF dressage tests; Is this horse safe enough for para-dressage? How experts assess suitability</i>	7/5/2026	7/15/2026
<b>November/December 2026: Tack and Equipment Issue</b> <i>Holiday gift guide; Nosebands: Guide to fitting, options, and rules; 2026 FEI World Dressage and Para-Dressage Championships coverage</i>	9/5/2026	9/13/2026

## YourDressage.org

Issue/Topics* (these are subject to change and other stories will appear regularly)	Insertion Orders Due	Ads Due
<b>January:</b> <i>Connemaras</i>	12/1/2025	12/15/2025
<b>February:</b> <i>Mustangs</i>	1/1/2026	1/15/2026
<b>March:</b> <i>Paint Horses</i>	2/1/2026	1/15/2026
<b>April:</b> <i>Adult Amateurs</i>	3/1/2026	3/15/2026
<b>May:</b> <i>Thoroughbreds</i>	4/1/2026	4/15/2026
<b>June:</b> <i>Lusitanos</i>	5/1/2026	5/15/2026
<b>July:</b> <i>Dressage For Every Body</i>	6/1/2026	6/15/2026
<b>August:</b> <i>Youth Spotlight</i>	7/1/2026	7/15/2026
<b>September:</b> <i>Arabians</i>	8/1/2026	8/15/2026
<b>October:</b> <i>Regional Championships</i>	9/1/2026	9/15/2026
<b>November:</b> <i>US Dressage Finals Coverage</i>	10/1/2025	10/15/2025
<b>December:</b> <i>Convention recap/Belgian Warmbloods</i>	11/1/2025	11/15/2025

### USDF Member Guide

Insertion Orders Due	Ads Due
9/15/2025	9/29/2025

### US Dressage Finals Program

Insertion Orders Due	Ads Due
10/3/2025	10/20/2025

### USDF.org & YourDressage.org

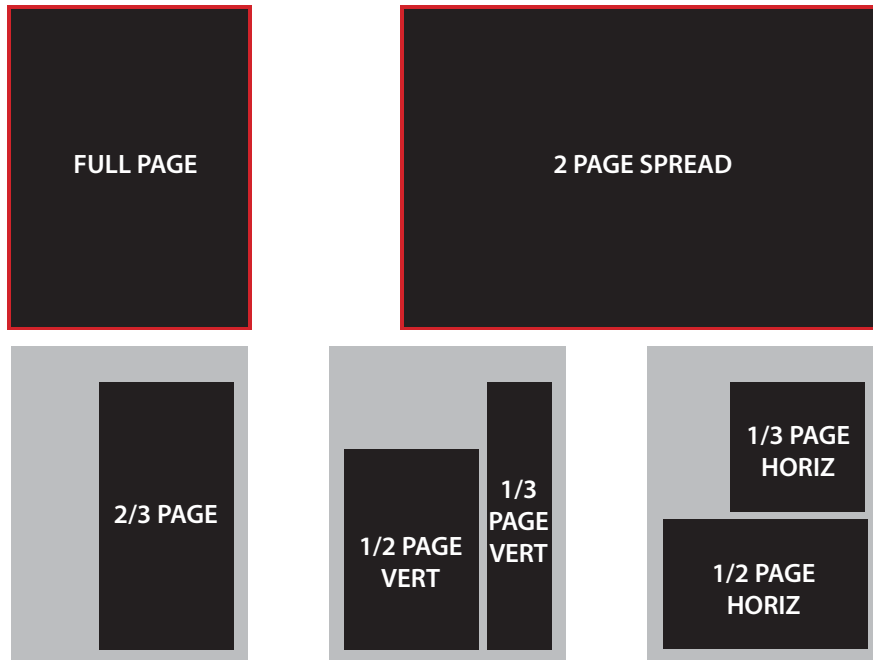
Insertion Orders Due	Ads Due
7th before the published month	15th before the published month

# AD DIMENSIONS

## USDF Connection

Trim Size .....8.125"x10.875"  
 Bleed .....0.125"

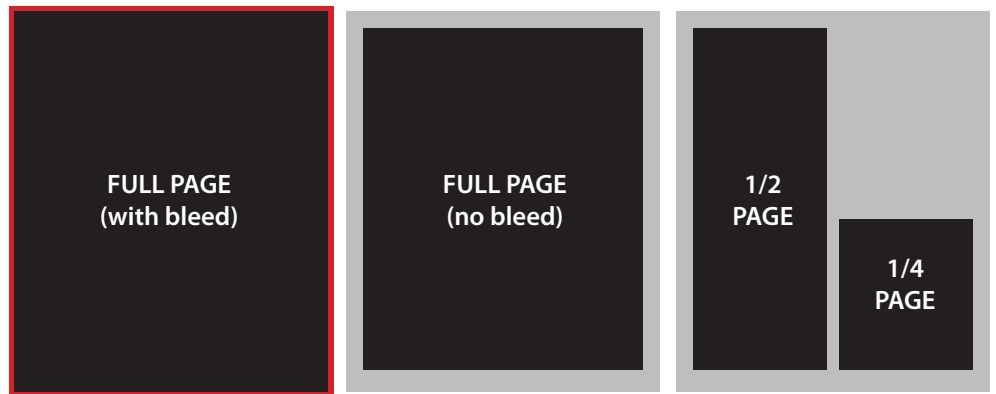
Full page bleed .....8.375" x 11.125"  
 2-page spread .....Two facing full-page ads  
 .....with no center bleed  
 2/3 page .....4.625" x 9.175"  
 1/2 page horiz .....7.025" x 4.5"  
 1/2 page vert .....4.625" x 6.865"  
 1/3 page horiz .....4.625" x 4.5"  
 1/3 page vert .....2.225" x 9.175"



## USDF Member Guide

Trim Size ..... 6.875" x 9.5"  
 Bleed ..... 0.125"

Full Page (no bleed).... 6.27" x 8.625"  
 Full Page (w/ bleed) ... 7.125" x 9.75"  
 1/2 page ..... 3" x 8.625"  
 1/4 page ..... 3" x 4.2"  
 Outside Back Cover.....3.425" x 9.5"  
 (w/bleed).....3.55" x 9.75"



## USDressage Finals Program

Publication Size ..... 8.125" x 10.875"  
 Full Page ..... 8.125" x 10.875"

1/2 page vertical ..... 3.5652" x 10"  
 1/2 page horizontal .... 7.375" x 4.875"  
 1/4 page ..... 3.5652" x 4.875"

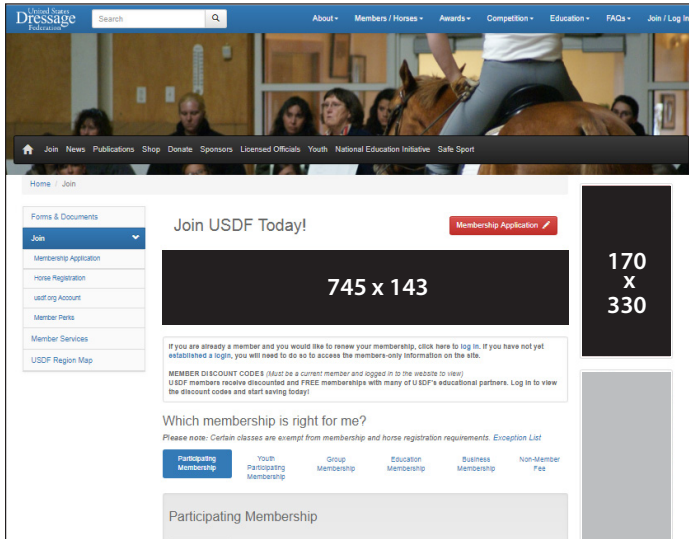


# AD DIMENSIONS - WEB

## USDF.org

Horizontal banner.....745px wide x 143px high

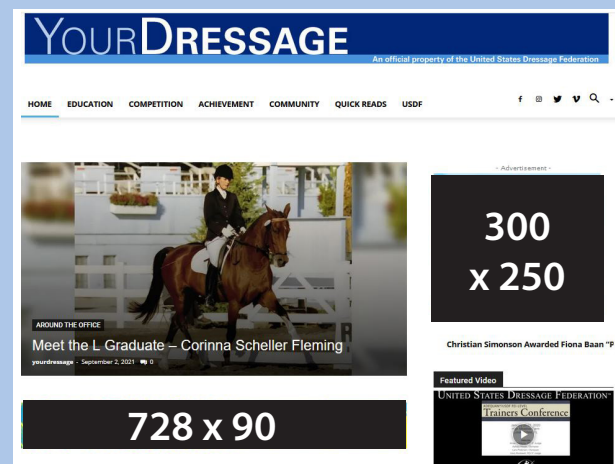
Vertical banner..... 170px wide x 330px high



## YourDressage.org

Rotating Rectangle .. 300px wide x 250px high  
(up to 3 ads rotate)

Leaderboard..... 728px wide x 90px high



## USDF Publications E-mail

Tower Banner ..... 160px wide x 600px high

Medium Banner Vertical..... 160px wide x 360px high

Medium Banner Horizontal ..... 360px wide x 160px high

Contact Amber Wiseman, Advertising Sales Representative  
859-971-7828 • awiseman@usdf.org



# ARTWORK REQUIREMENTS

## Print

### File Format

- PDF (.pdf) – high resolution press quality file with embedded fonts, no crop marks
- TIFF (.tif) – high resolution @ 300dpi
- JPEG (.jpg) – high resolution @ 300dp

### File Specifications

- CMYK color (No spot colors or RGB files)
- Files should be actual (100%) ad size

## Digital (Online Properties)

### File Format

- PNG (.png) – web resolution @ 72 or 100 dpi
- JPEG (.jpg) – web resolution @ 72 or 100 dpi

### File Specifications

- RGB color (No spot colors or CMYK files)
- Files should be actual (100%) ad size

## Submitting Files to USDF

- E-mail ad files, up to 10MB, to [awiseman@usdf.org](mailto:awiseman@usdf.org)
- Larger files should be uploaded using a file transfer website, such as DropBox.
- Notify via e-mail ([awiseman@usdf.org](mailto:awiseman@usdf.org)) that the files have been uploaded. Include company name, contact information, size, and insertion information

# USDF ADVERTISING POLICIES

## USDF Advertising Policies

- Advertisements are accepted upon the representation that advertiser and agency have the right to publish the contents thereof.
- All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement at any time.
- Copy that is in variance with official USDF records or agreements may be changed as necessary to meet the requirements by USDF.
- Changes from a previous advertisement must be received by the material due date, or the ad will run as previously printed.
- Cancellations or changes must be made in writing and may not be made after the material due date.
- Frequency discounts will be applied only upon receipt of signed contract before the first ad material due date.
- New advertisers must send first payment by material due date. Prior advertisers will receive an invoice after the ad is published. Subsequent ads will not be run if previous ad is not paid within 60 days of invoice. A 1.5% finance charge per month will be assessed on balances over 30 days.
- If an agency fails to make payment in full within 60 days of invoice date, USDF reserves the right to bill the client directly for the full amount, and hold both parties responsible for payment.
- Advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising which advertiser ordered and which was published.
- Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.
- Publisher is not liable for delays in production, publication, or distribution.

# USDF ADVERTISING RATES

Rates effective 6/1/2025

## USDF Connection

Size	1X	3X	6X
2-page spread	\$3,700	\$3,650	\$3,550
Full page	\$1,930	\$1,900	\$1,800
2/3 page	\$1,480	\$1,450	\$1,400
1/2 page	\$1,260	\$1,250	\$1,200
1/3 page	\$950	\$900	\$850
Rider's Market	3 issue min	\$100	\$100

Covers (Premium space)			
Inside covers	\$2,400	\$2,400	\$2,300
Back cover	\$2,600	\$2,550	\$2,450

## USDF Member Guide

Size	Rate
Two-Page Spread	\$1,650
Outside Back Cover	\$1,000
Inside Front Cover	\$1,200
Inside Back Cover	\$1,200
Full Page	\$1,100
Half page	\$850
Quarter page	\$600

## US Dressage Finals Program

Size	Rate
2- page Spread	\$500
Full Page	\$300
Half page	\$175
Quarter page	\$100

# USDF DIGITAL AD RATES

Rates effective 6/1/2025

## YourDressage.org Ad Types

### Featured Ads

Ad is placed within a feature article. These are articles that are in the rotation at the top of the homepage. Every week it will appear in a different featured article. The ad will not be taken down (unless requested) so it will be archived with the article indefinitely.

### Home Page Ads

Ads appear on homepage and some other pages throughout the website. Medium Banner ads rotate through three separate ads. Two Leader board ads and one half-page ad are static on the page.

### Sponsored Content

This is editorial content that is submitted with an ad. Editorial content must be supplied by the advertiser and be of value to the USDF audience. The article will be tagged as sponsored content and must be approved by USDF. It will be featured for one week but will continue to appear in archived content on the website.

## USDFScores.com

Special placement within the USDF.org website. The official USDF source for the most accurate and complete dressage scores, USDFScores.com. Only full banner size available.

## YourDressage.org Sizes

Rotating Rectangle.....300px wide x 250 px high  
Leaderboard.....728px wide x 90px high  
Rectangle in Article.....300px wide x 250 px high

## USDF Publications E-mail

Tower Banner.....160px wide x 600px high  
Medium Banner .....360px wide x 160px high  
Small Banner .....600px wide x 68px high

## USDF.org

Horizontal banner .....468px wide x 90px high  
Vertical banner.....170px wide x 330px high

## USDF Digital Ads

<u>Size</u>	<u>Rate</u>
Website Full Banner	\$330/6 months
Website Full Banner USDFScores.com	\$880/6 months
Website Vertical Banner	\$660/6 months
Website Vertical Banner USDFScores.com	\$1320/6 months
USDF Publications E-mail Tower Banner	\$220/month
USDF Publications E-mail Medium Banner	\$165/month
YourDressage.org Leaderboard Home Page Ad	\$330/6 months
YourDressage.org Rotating Rectangle Home Page Ad	\$1320/6 months
Sponsored Content	\$1100 per article