



HORSEROOKIE™

KNOWLEDGE IS HORSEPOWER

MEDIA KIT

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

CONTACT US
OUTREACH@HORSEROOKIE.COM

MEDIA KIT

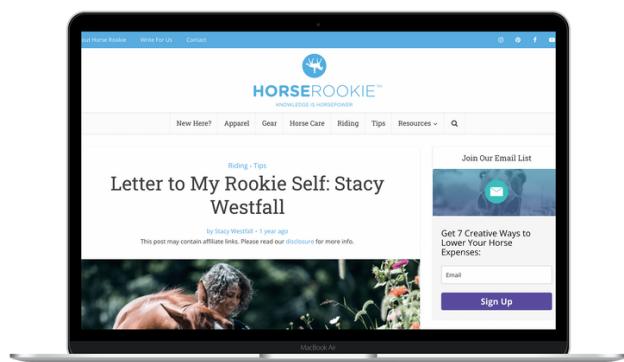


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OUR "WHY"

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

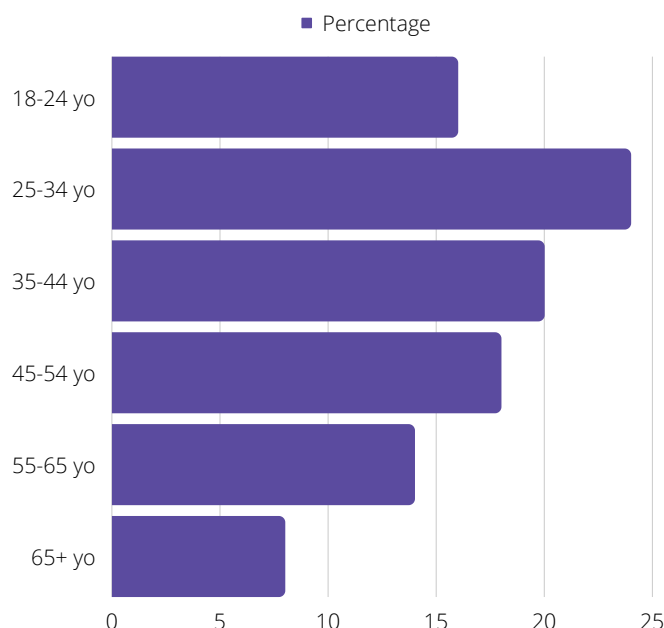


OUR SUBSCRIBERS

With 5,200+ email subscribers—and ~250 new people joining every month—we see a 28% open rate and 2.75% click rate.

OUR AUDIENCE

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



WEBSITE HIGHLIGHTS

110,000

average monthly website traffic

74%

USA visitors (13% GB, 4% CAN, 3% 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 articles (written by you or us) or press releases
- 4 e-blasts (written by you or us)

\$1,500

PLACE PACKAGE

- 750-1,000-word Brand Spotlight (drafted by us)
- 2 original articles (written by you or us) or press releases
- 2 e-blasts (written by you or us)

\$500

SHOW PACKAGE

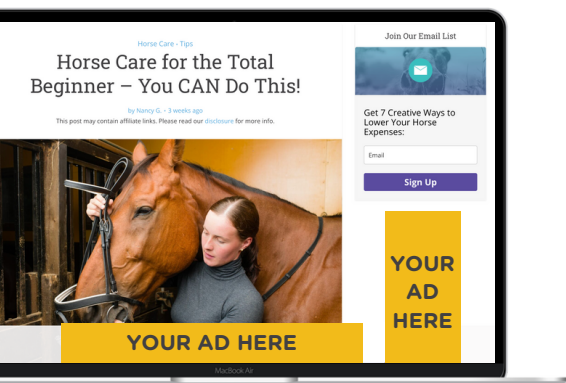
- 1 original article (written by you or us) or press release
- 1 Instagram post with link to your article
- 1 e-blast (written by you or us)

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

**GIDDY UP!
LET'S GO.**

Questions about partnering with Horse Rookie? Ready to get started?

Email our Outreach Manager at 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.





à la carte

UNPAID OPTIONS

LETTER TO MY ROOKIE SELF

Share a fresh perspective from one of your brand influencers. Submit your letter at horserookie.com/resources/letters.

PRODUCT REVIEWS

We work with 3-5 brands each quarter. Product reviews are unpaid, but sample product is required.

Apply at horserookie.com/product-reviews.

- ✓ [Media Guide](#)
Profile for Blog or Vlog (+ link)
- ✓ Course listing in [Knowledge Center](#) (+ link)
- ✓ Social Post on [Instagram](#)

\$150

Per Selection

CONTACT US

Contact Us

Outreach Manager
outreach@horserookie.com

