

READER PROFILE

Who they are:

Our readers spend a great deal of time and money on their horse activities. They are the affluent trendsetters in the American Quarter Horse industry. They are absolutely passionate about *The American Quarter Horse Journal*. Subscribers extensively use advertising in this magazine to determine business trends.

With a base readership of 60,000+, *The American Quarter Horse Journal* is read by at least 235,000 people each month. Subscribers say they spend an average of 3 hours reading each issue. That's a total of more than 700,000 man-hours spent per month!

Our subscriber's average age is 49 and 71% are women. 54% of our subscribers are professional business owners or managers. They are at an age and station in life where they want the best.

84% of our subscribers attended college or are college graduates and their average yearly household income is more than \$133,000. 20% of subscribers have a net worth of more than \$700,000. 10% have a net worth of more than \$1,000,000. They have the means to enjoy their horses by buying what they want.

38% prefer shopping by catalog or on the Internet, and they are on the Internet frequently.

They gain knowledge of horse care and horsemanship through:

Books and magazines	.86%
Videos	.58%
Clinicians	.59%
TV shows	.47%

Where they live:

78% of our readers are land owners and 94% own their primary homes which have an average value of \$381,000. Nearly 80% live on farms or ranches. 17% of subscribers own a second home.

Other hobbies:

Our subscribers live active outdoor lives. They are involved in:

Camping	.38%
Fishing	.36%
Hunting	.29%
Boating	.20%
Dog training, breeding and showing	.9%
Golfing	.16%
Snow skiing	.13%

Horse activities:

Our subscribers each own an average of 10 horses. That's 600,000+ total horses. 99% of our subscribers are involved daily, hands-on with their horses and each spends an average of 21 hours per week caring for them. They provide safe facilities, feed them, provide proper health care, haul them to shows, rodeos, trail rides, etc., and spend lots of time in the saddle. 40% consider their riding skills to be advanced and 92% intermediate to advanced. Their hands-on horse time includes:

Competing/showing	.36%
<i>Of those, 59% prefer to show Western and 35% prefer to show English.</i>	
Trail riding	.22%
Breeding	.62%
<i>71% of those involved in racing are breeders</i>	
<i>49% of those who stand a stallion will ship semen in 2008</i>	
Ranch work	.9%
Racing	more than 3500 members race their horses

All this means they buy and use halters, brushes, insecticides, dewormers, vaccines, saddles, bridles, pads, blankets, barns, fences, stalls, shavings, rubber mats, automatic waterers, pickups, trailers, tires, fuel, grain, hay, supplements, etc. Given their income level, you can bet they go first class with their purchases. Examples of planned purchases in 2008 are:

- 45% said they own or will buy at least a 1 ton or larger truck
- 21% said they own or will buy at least one truck larger than 1 ton
- 42% said they own or will purchase an ATV
- 50% said they own or will buy at least one 40 HP or smaller tractor
- 34% said they own or will buy an arena plow
- 38% said they own or will buy at least one automatic waterer
- 27% said they own or will buy more than one automatic waterer
- 55% prefer custom tack
- 29% bought a custom-made saddle their last purchase.
- Quality is of utmost importance when determining how to spend their money.

Their horses:

Average lifetime investment in horses, facilities and equipment is \$326,000.

Average value of horses presently owned by the subscriber's immediate family is \$66,815.

92% do their own deworming, 70% do their own vaccinations and 41% do their own hoof care. They pride themselves in doing for themselves, but they certainly know when to call for professional help. Their horses are cared for as though they are members of the family.