MID-ATLANTIC
Thoroughbred

Taking the Lead — Besting the Field

How important is Mid-Atlantic Thoroughbred to our readers?

- 91.5% read four out of four issues, 57% spending 1-3 hours reading each issue
- 64% have subscribed 5-10 years or more
- 87% have saved an issue for reference
- 68% pass their magazine on to 1-2 people outside their households
- Less than 10% read the other regional horse magazines
- **And 44% of our readers DON'T read the national breed publications**

How serious are our readers about their Thoroughbreds?

- 93% derive income from their horse related occupations and activities
- 86% spend more than 30 hrs/week with their horses
- 86% have been involved with horses for more than 10 years
- Our readers own or care for an average of 22.35 horses

How about our reader's vested interest?

- 67% own or lease a farm or stable
- Average acres owned:156-plus
- 55.4% plan to make improvements to their barn or stable within the next 12 months
- 84% have property that is fenced, 62% plan to construct, buy, repair or replace fencing in the next 12 months and 13% plan to buy or construct barn in the next 12 months.
- 67.3% use turn-out sheds in their pastures

What about our reader's horse management?

- 80% use feed supplements
- 67% use joint supplements, 42% use digestion/ulcer supplements, 35% use hoof supplements, 42% use multi-vitamins
- 62% worm their own horses
- 79% have the veterinarian perform routine vaccinations
- 74.7% use fly control products
- 75% make the purchasing decisions for horse health and/or feed products

About our readers:

- 64.4% male, 35.6% female
- 94% are over 40
- 88% use email, 74% daily
- 93% access internet, 81% daily