

# HORSECITY.COM

## Horses are not a hobby, they are a lifestyle!

HorseCity.com is a Web site that covers nearly every aspect of the horse industry. From our on staff vet to award winning horse TV shows, we focus on the largest part of the horse world, the 75% of the industry that ride for recreation and are passionate about their animals.

### Monthly Statistics

- Total ad impressions, 14,826,550
- Total page impressions, 4,941,822
- Total users, 1,051,533
- Unique users, 427,986
- Registered members, 80,203
- Registered classified users, 22,264
- Total classified ads viewed, 941,415
- Online video downloads, 125,728
- Bulletin Board viewing, 2,910,842



### Demographics

- Average user is age 42
- 63% female, 37% male
- 71% own a minimum of 1 horse, 10% own 6 to 10 horses and 5% own more than 10 horses
- 73% own a truck, 14% drive an SUV and 87% own a horse trailer
- Average household income, \$75,000
- Users "prime time" online 11a.m.-2p.m.
- In order of importance, our users go online for entertainment, research and e-mail
- Users average online session exceeds 21 minutes on HorseCity.com
- 39% read Western Horseman, 19% read Horse Illustrated

More media info? Ad rates? [HorseCity.com/media](http://HorseCity.com/media) Or call 877-505-4344