

Q&A

Niche magazines give friendly brand intro to wealthy consumers: Equestrian Quarterly

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By ERIN SHEA

Equestrian Quarterly magazine targets the top percentile of Americans who embrace equestrian style and have discretionary income.

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Since its launch last summer, the magazine has maintained a 60-40 editorial-to-advertising ratio and has established itself as a high-end magazine. Since it has an elite readership, the magazine attracts luxury advertisers including Hermès, Embraer, Ulysse Nardin and Sotheby's Reality among other equestrian-focused brands.

"Equestrian Quarterly has taken a unique position in the field of equestrian publications, as well as among the broader luxury consumer publications such as Town & Country and Architectural Digest because of our focus on the lifestyle, fashion, design, travel and the sporting aspects of elite equestrian society," said Linda Andersen, national sales director at [Equestrian Quarterly Magazine](#), Ridgefield, CT.

"Since we offer a luxurious print magazine like no other, we provide luxury marketers with a targeted opportunity to connect with our readers," she said. "Our magazine graces the coffee tables of some of the most affluent families and celebrities in equestrian society."



In this Q&A, Ms. Andersen discusses the high-society readers of Equestrian Quarterly and how niche magazines can be successful advertising platforms for luxury marketers. Here is the dialogue:

What's the demographic of the readership of Equestrian Quarterly?

Our magazine is at the most prestigious events in the horse sport world, including the recent Le Saut Hermès in Paris, the Hampton Classic, Wellington events, the Rolex Kentucky Three Day Event, the Scottsdale Arabian Horse Show, the Kentucky Derby and dozens more.

Our overall print readership is approximately 90,000 per quarter and includes celebrities, equestrian professionals, Olympians, major sports teams, competition horse owners and celebrated CEOs.

Our Web site and social media traffic is building fast with a very recent boost driven through our live blog at the recent Le Saut Hermès event in Paris.

The demographic is predominantly female, between the ages of 21-55, a net worth of more than \$1 million on average, who own multiple homes, own multiple horses and travel extensively.

Why would luxury brands want to target this demographic?

This group has significant discretionary income and spend generously each year on travel, vacation homes, jewelry, automobiles, high-end fashion and other luxury items.

How has the magazine's advertising grown?

Since our launch last summer, Equestrian Quarterly's advertising base has grown dramatically.

In addition to those appearing in the spring issue including Hermès, Embraer Executive Jets, Sotheby's, luxury resorts and properties and Dubarry of Ireland, the magazine is currently in consideration with a number of luxury brands who are planning now for their fall campaigns – from Rolex to Ralph Lauren to Rolls Royce and CIRCA luxury jewelers.

Of course, we also attract the top-end brands in the equestrian market, which include the finest show apparel, leather goods, footwear and sporting-wear companies.

In the upcoming summer issue, the magazine will also be showcasing some amazing

barns. Advertisers will include some of the finest architects and interior design companies in the business.

Why do niche publications – such as Equestrian Quarterly - attract luxury advertisers? The people who love horses have a strong attachment to the equestrian lifestyle in many aspects of their lives. For instance, the brands they love, the styles they wear, the vehicles they drive and their vacation choices.

There are approximately 15 million Americans who share their lives with horses. But of these millions, Equestrian Quarterly is targeting only the very top percentile who have the assets to live the equestrian style to the fullest.

Horses, beauty and luxury are inseparable. Many of the luxury advertisers, particularly in fashion, jewelry and home design, offer lines that are inspired by the equestrian lifestyle. For example, Gucci with its iconic bit loafer, Ralph Lauren with everything from its home design to apparel and David Yurman with the thoroughbred line of timepieces.

How does advertising in Equestrian Quarterly add value to an advertiser? Our magazine is unique and provides advertisers with a means to connect with their most coveted customers in an environment they are truly passionate about.

Because of our gorgeous, large format and quarterly frequency, we provide advertisers with a means to showcase their finest in a publication that is displayed, saved and talked about through the season. And our niche is most often associated with prestige.

Why would a brand that does not directly deal with equestrian products want to advertise in Equestrian Quarterly?

Advertising in our publications will help them reach our affluent readers while they are enjoying what they love - reading about the equestrian lifestyle. It is like being personally introduced to a brand by a good friend.

Our readers have a keen appreciation and are continuously exposed to the finest in luxury goods, art, spirits, wines and places.

What do you see in the future for the luxury equestrian lifestyle?

The equestrian lifestyle is growing and being embraced by the affluent.

Witness the equestrian coverage in magazines such as Vanity Fair and Town & Country. Polo, for example, is experiencing extraordinary growth.

This trend carries over to fashion, where the equestrian look has become stylish street wear. The barn-to-street look happens to be a feature in our upcoming issue.

What do you see in the future for niche luxury publications?

I think there will be more video and engagement opportunities with the selected reader base.

For instance, at Equestrian Quarterly we will be rolling out a series of Inner Circle events that will be intentionally intimate and allow selected sponsors an opportunity to connect

with our invitees in a memorable setting.

Our focus on charities has also been warmly received by readers and advertisers alike, and we expect this area of coverage will be increasing as it relates to each respective niche.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

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