



In touch with the most devoted equine and outdoor enthusiasts.



## HorseHead.info

Brain science to improve horse work.  
Our fastest growing site.



## BestHorsePractices

Read by some of the world's most accomplished horsemen and women. Home to BHP Summit, an exciting new conference in Colorado.



## NickerNews

Established in 2008, this smart, lively site features multiple guest columnists and award-winning blog.



## HighCountryOutsider

Outdoor recreation sites celebrate backcountry exploration, review gear, and highlight current issues.



## Quick Stats:

**250,000** Monthly page views

**4,000+** Facebook fans

**4,000+** Newsletter subscribers (40% open rate)

**8%** Average banner ad Click-Through rate

**\*\*\*** Newsletter open- & CT- rates are double industry average.

# Get to Know Our Loyal Readers

## Demographic Data

While each site is expanding differently in its demographic and geographic reach, overall readers tend to be **older, educated and decidedly outdoors-y**.

Many visitors **own horses** and ride regularly; nearly all **own dogs**.

Most **travel often** (with and without their animals).

NickerNews readers are roughly **90 percent women, ages 30-60**.

BestHorsePractices, Horse Head, and HighCountryOutsider are **equally men and women, ages 30-60**.

Our readers are **educated, established horse owners** with expendable income who value quality.

Our readers do their homework. They research, talk to other horse owners, and rely on our valued, honest reviews. They care about supply chain, manufacturing and Made in America elements.

## Upcoming Purchases

Here's a snapshot of purchases our readers make yearly:

- Horse-related getaways & vacations
- Tack and horse-related gear
- Outdoor gear and clothing
- Truck- and trailer-related products
- Backcountry supplies (GPS, 1<sup>st</sup> aid, camping)
- Barn supplies (buckets, rakes, insect-related, etc.)
- Riding and/or barn boots
- Dog supplies

## Demographic Breakdown

Want to know more about our loyal base? Here's a breakdown:

- 65% trail ride
- 90% own dogs
- 70% own more than one horse
- 50% keep their horses at home or private facility
- 70% are responsible for their own horse care, management and all purchases related to those responsibilities
- 95% spend more than 15 hours a week outside, regardless of season
- 50% have additional outdoor hobbies outside of horse riding
- 65% have followed at least one of our sites for 5+ years

## Advertise *with* Cayuse Crest Communications

Our readers know that horseplay and outdoor time is serious business. Grab the attention of our devoted readers across the entire Cayuse Communications platform of four sites with banner ads:

\$1.50/day for two-month minimum *or* \$500/year

Please contact us for further details.

## Contact Us

Have a story for our readers? Interested in advertising? Have a product or service you'd like reviewed?

For editorial inquiries, please contact Maddy Butcher at [info@cayusecommunications.com](mailto:info@cayusecommunications.com) or call (207) 504-7837.

## About:

Founder & Publisher: Maddy Butcher

The Maine native worked for years as a free-lance reporter for *The Boston Globe*, *The Wall Street Journal*, and now contributes to *High Country News*.

She is the author of *A Rider's Reader: Exploring Horse Sense, Science & Sentiment*, and the director of the BestHorsePractices Summit, Inc.



## Beyond Advertising

**Want your message to be heard? Let us help you think outside the box!**

**Reviews:** A low-cost, high-reward option. Give us your product to try and we'll tell our readers all about it on our social media channels, in our weekly newsletter, and on our blogs.

**Giveaways:** Another low-cost, rewarding option. We can run your giveaway on our Facebook pages or blog, and promote across all channels.

**Banner Ads:** Looking for a longer commitment? Sign on for a year of banner ads. You'll be featured weekly in our newsletter and get regular shout-outs in blog posts and articles.