



# MHJA

Minnesota Hunter Jumper Association

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# MEDIA KIT 2025



# WELCOME TO THE MHJA

## An Overview

The Minnesota Hunter Jumper Association (MHJA) is the hub for a dynamic and passionate community of equestrians. From riders and trainers to businesses, MHJA champions the hunter/jumper sport with energy and purpose. Our vision is to share the excitement of horse sports, fostering meaningful connections and inspiring growth within and beyond our community.

## Our Mission

- **Unite** a dynamic and passionate community of hunter/jumper enthusiasts.
- **Elevate** local competition across all skill levels.
- **Advocate** for our members at both the zone and national levels.
- **Cultivate** a thriving future for the hunter/jumper sport in Minnesota through education, participation, and promotion.

## Why Advertise with MHJA?

Partnering with MHJA connects you directly with a highly engaged audience of equestrian professionals, competitors, and enthusiasts. Through our dynamic mix of newsletters, directories, social media, and events, your brand can seamlessly connect with a passionate community that values quality, innovation, and authenticity.



# OVERVIEW & INSIGHTS

With a unique blend of riders, trainers, and businesses, our audience represents some of the most **engaged** and **dedicated** participants in the hunter/jumper community.

By advertising with MHJA, you gain unparalleled access to this dynamic group and the opportunity to align your brand with a lifestyle rooted in passion and excellence.

## Who We Reach

- 85% female
- 66% have a college degree
- Average household income of \$185,000
- Average net worth of \$955,000
- Own an average of four horses and compete at least six times per year

## Spending Insights

Minnesota equestrians are dedicated to their sport, with an average annual spending of **\$16,000** on horse-related purchases. Popular categories include:

- Premium horse feed, tack, and stable supplies.
- Stylish equestrian apparel and specialized equipment.
- Veterinary care, supplements, and advanced horse care products.

A close-up photograph of a rider in a dark blue jacket and helmet adjusting the bridle on a brown horse. The rider is wearing gloves and is focused on the horse's head. The background is a bright, slightly blurred outdoor setting.

# ENGAGEMENT METRICS

## Email

Open rates average 67% per issue, with a consistent click-through rate of 17% on featured links.

## Website

Over 900 unique visitors monthly, with an average session duration of 3 minutes.

## Social Media

2,000+ followers across Facebook and Instagram, generating over 800 interactions (likes, comments, shares) monthly.

## Event Participation

MHJA events regularly attract hundreds of attendees, providing an in-person opportunity for brand visibility and engagement.

# 2025 AD DEADLINES MHJA NEWSLETTER

## Newsletter Display Ads

Feature your brand in our quarterly newsletter, reaching hundreds of MHJA members and affiliates.

### SPRING ISSUE

Ad Materials: 2.14.2025

Publish Date: 4.15.2025

### SUMMER ISSUE

Ad Materials: 6.20.2025

Publish Date: 8.15.2025

### FALL ISSUE

Ad Materials: 8.22.2025

Publish Date: 10.17.2025

### WINTER ISSUE

Ad Materials: 11.7.2025

Publish Date: 1.9.2026

MHJA publication dates are estimates, and while we strive for timely releases, exact dates cannot be guaranteed. We appreciate your support and understanding!





# NEWSLETTER RATES & SPECS

## COLOR ADVERTISING RATES

|                  | 1X    | 4X     |
|------------------|-------|--------|
| Full Page Spread | \$380 | \$1216 |
| Full Page        | \$230 | \$736  |
| Half Page        | \$170 | \$544  |
| Quarter Page     | \$120 | \$384  |
| Business Card    | \$80  | \$256  |

## BW ADVERTISING RATES

|                  | 1X    | 4X    |
|------------------|-------|-------|
| Full Page Spread | \$300 | \$960 |
| Full Page        | \$150 | \$480 |
| Half Page        | \$90  | \$288 |
| Quarter Page     | \$70  | \$224 |
| Business Card    | \$50  | \$160 |

## AD SPECS

|                  | WIDTH | HEIGHT |
|------------------|-------|--------|
| Full Page Spread | 16"   | 10"    |
| Full Page        | 7.5"  | 10"    |
| Half Page        | 7.5"  | 4.75"  |
| Quarter Page     | 3.5"  | 4.75"  |
| Business Card    | 3.5"  | 2"     |

Full Page Spread  
16" x 10"

Add .125" on all sides for bleed

Full Page  
7.5" x 10"  
Non-bleed

Card  
3.5 x 2

Qtr Pg  
3.5 x 4.75

Half Page  
7.5" x 4.75"

## AD GUIDELINES

File Format  
PDF, PNG, or JPEG (300 DPI minimum)

Color Format  
CMYK for print ads

# ADDITIONAL ADVERTISING

## Horseman's Directory

The go-to resource for members looking for trainers, stables, and equestrian businesses. Listings include business information and appear both in print and online.

**Cost:** \$40/year for print and online listing. Add an online sponsor page for \$60/year.

## Website Advertising

Showcase your brand with banner ads on our website, which receives over 1000 monthly visitors. Contact us for custom pricing.

## Social Media Sponsorships

Engage directly with our active community through sponsored posts, stories, or event campaigns on Facebook and Instagram.

## Event Sponsorships

Gain high visibility at MHJA events such as clinics, horse shows, and the annual awards banquet. Contact us for tailored sponsorship packages.



CONTACT

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