

BRAND MISSION

The mission of Dressage Today is to

- give dressage riders of all levels a foundation for training their horses
- encourage the pursuit of a harmonious partnership
- promote the sport of dressage.

Through multimedia channels including video-on-demand, web articles, social media, podcasts, digital issues, newsletters and events, Dressage Today taps into the world's top dressage riders, trainers and judges. These professionals share their expertise to help educate and inspire Dressage Today's audience, from amateur riders to professionals. Dressage Today provides content on training, competitions, health-care strategies for the dressage horse and more.



NOTE FROM OUR EDITOR



Dressage Today continues to be the go-to source for dressage riders who are looking for a solid foundation for training their horses and education on the sport they love. For more than 20 years, Dressage Today has provided serious dressage riders with training advice, and we continue to do so with a robust video-on-demand site that offers more than 3,000

training videos from top trainers, judges and riders around the world. Whether riders are looking to better their basics or polish their Grand Prix movements, Dressage Today is here to help.

Sandra Oliynyk
English Content Director

CAPTIVATING OUR READERS



TOTAL AUDIENCE REACH: 1.4+ MILLION ACROSS ONLINE & SOCIAL

WEBSITE:

- 1.2+ million users in 2022
- 171,000+ pageviews each month
- 22%+ users in 2020 between the ages of 25-34
- 75% female / 25% male users in 2020
- 68% use mobile device

EMAIL:

- E-Newsletter subscribers: 12,300
- Third-party email list subscribers: 4,500
- Dressage Today Extra subscribers: 6,000

SOCIAL:

- Facebook followers: 132,000
- Instagram followers: 71,500
- Pinterest followers: 11,700

Podcast:

- Total lifetime listens: 45,200

Special Digital Report:

- (Dressage Today Extra)
- 7,084 subscribers
 - Average open rate: 39%

CONTENT PILLARS

