

Nancy Jaffer Equestrian Sports

Advertising Media Kit

To advertise on NancyJaffer.com, contact:
Kate Seaman

Media Partners Plus

info@mediapartnersplus.com

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NancyJaffer.com

Engaged equestrian audience

2026

About Nancy Jaffer

One of the most internationally recognized names in equestrian journalism, Nancy Jaffer has covered equestrian sport for more than four decades. She has written about and photographed everything from nine Olympics to more than 25 World Cup finals and every World Equestrian Games ever held.

This award-winning professional offers a focus on items of interest to equestrians and horse enthusiasts of all levels on her website, Nancy Jaffer Equestrian Sports.

The subject matter is both local and worldwide. Readers go to Nancy Jaffer Equestrian Sports for original reporting and insights on issues involving horses everywhere as well as the industry in general. Many of the most prominent names in horse sport are among her regular readers.

NancyJaffer.com

Site Info

Also on
Facebook
Twitter
Instagram

Demographic Data **Readers & Followers of** **nancyjaffer.com are:**

80% female, 20% male
25% aged 18-34
15% aged 35-44
47% aged 45-64
13% aged 65+

Readers of NancyJaffer.com

Additional Readership Insights:

- Horse owners
- Amateur and professional riders
- Active competitors
- Those in equestrian governance
- Horse show officials and managers
- Fans of equestrian competition
- Strong readership in New Jersey, New York, Pennsylvania, and Florida, as well as points west.
- High-income readership
- Readers spend on their horses for board, lessons, tack, veterinary supplies, feed, supplements, blankets, sheets, and boots.
- Riders spend a good portion of their income on horse board, training, lessons, clothing, and other equipment
- Non-riders spend on equine-related gear so they look the part.

AD SPECIFICATIONS

Leaderboard AD
728px X 90px

Square
1200px by
1200px

Rectangle
1200px by 628px

SPONSORED CONTENT

Advertorial

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SPONSORED CONTENT

- File types accepted: PNG or JPG (PNG file preferred)
- Resolution: 72dpi
- The sizes above are in pixels

Advertorials are advertiser-provided sponsored stories listed as the third feature story on the home page. Advertorials are listed under the heading “Sponsored Content.”

Advertising Prices

NancyJaffer.com currently supports 4 ad types:

- Square side-bar
- Leaderboard feature ad
- Rectangle
- Advertorial

Discounts**: 10% discount for a 3-month commitment, 20% discount for a 6-month commitment.

**with extended term contracts, you can change your ad creative 2x/month

BUSINESS & INDIVIDUAL PRICING

AD TYPE	MONTHLY RATE PER AD			TOTAL COST	
	month to month	3 mo commitment 10% discount	6 mo commitment 20% discount	3 MONTHS	6 MONTH
Square	\$200.00	\$180.00	\$160.00	\$540.00	\$960.00
Leaderboard	\$216.00	\$194.40	\$172.80	\$583.20	\$1,036.80
Rectangle	\$240.00	\$216.00	\$192.00	\$648.00	\$1,152.00
Advertorial	\$400.00	\$360.00	\$320.00	\$1,080.00	\$1,920.00

Digital design services are available for an additional fee.

Payment for monthly ads:

ON THE RAIL, LLC
PO Box 431
Peapack, NJ 07977

Payment for graphic design services:

Media Partners Plus, LLC
210 Claremont Rd.
Bernardsville, NJ 07924

Home Page Ad Location(s)



- 1 Leaderboard
- 2 Square
- 3 Rectangle
- 4 Advertorial

ON THE RAIL
Racing pillar John von Stade has left us
He was the ultimate volunteer. John von Stade, who died yesterday at the age of 83 after... [Read more...](#)
By Nancy Jaffer | Published on November 26, 2021
Pentathlon Union votes to drop riding, but that may not...
The International Modern Pentathlon Union (UIPM) has taken a formal vote to drop show jumping from its... [Read more...](#)
By Nancy Jaffer | Published on November 28, 2021
UPDATE: Sonoma Horse Park drops USEF license applications, goes with...
The Sonoma (CA) Horse Park announced it will hold six 2022 hunter/jumper shows from May to September... [Read more...](#)
By Nancy Jaffer | Published on November 22, 2021
Plan to drive in the new Reindeer Run
Carriage drivers will have their own fun fall outing at the Horse Park of New Jersey with... [Read more...](#)
By Nancy Jaffer | Published on November 3, 2021
Another Olympic baby
Olympic dressage team bronze medalist Kasey Perry Glass and her husband, Dana, welcomed Truyn Lynn Glass last... [Read more...](#)
By Nancy Jaffer | Published on November 22, 2021



A tradition returns

by Nancy Jaffer | Nov 25, 2021

Back to normal, and it feels so good. Seeing the hundreds of people who came out this morning to watch the Essex Faubourg's gather for their annual Thanksgiving meet was quite a contrast to the scene in 2020. Last year, the front field of the Elliston estate in Faubourg was empty, with a sign on the fence saying spectators would not be allowed because of Covid. The hunt happened, but it took off unobtrusively from the back of Elliston and no one was there to cheer on the riders. The mood in the...

[read more](#)



The Kentucky Horse Park is still looking for an executive director...

by Nancy Jaffer | Nov 19, 2021

During the Maryland 5-star three-day event last month, word circulated that Lee Carter, the executive director of Equestrian Events Inc., had been named executive director of the Kentucky Horse Park. A TV station had covered the Kentucky Horse Park Commission's vote on who should fill the post, which has been vacant for more than a year. When the public session ended with Carter winning the tally, the station aired the results. And then, silence. During yesterday's meeting of the commission...

[read more](#)

< Older Entries

Advertorial

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NEW JERSEY ACTIVITIES SCHEDULE



1

3



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NJ Activities page Ad Locations

nancy@nancyjaffer.com f t i

Home About New Jersey Activities Schedule Get email updates Previous Columns On The Rail Archives

New Jersey Activities Schedule

August 12: **Monmouth at the Team**, U.S. Equestrian Team Foundation, Pottersville Road, Gladstone (through Aug. 19)

August 17: **Good Times Farm Dressage Show**, 278 Jackson Mills Road, Freehold.

August 18: **Delaware Valley Horsemen's Association Western Show**, 299 Rosemont Ringoes Road, Stockton; **Phoenix Equestrian Center Dressage Show and Combined Test**, 30 Orts Road, Hamburg; **Suddenly Farm Dressage Show**, 325 Main St., Lumberton.

August 20: **Sussex County Benefit Show**, Sussex County Fairgrounds, Plains Road, Augusta.

August 22: **Smoke Rise Riding Club Show**, Perimeter Road, Smoke Rise, Kinnelon; **Princeton Show Jumping**, 246 Burnt Hill Road, Skillman (through Aug. 25).

August 23: **Building a Relationship with Your Horse Through Dressage/Dominique Barbier Clinic**, Daystar Farm, 455 Route 579, Ringoes <http://www.barbiernj.com/> (through Aug. 25).

August 25: **Palermo Championship Series Show**, Palermo Show Stable, 1555 Burnt Mills Road, Bedminster.

August 24: **Carousel Farm Dressage Show**, 8 Linn Smith Road, Augusta; **Skip Ahead Dressage Show**, 235 Braddock Mill Road, Marlton.

September 22: **Alexandria Equestrian Association Annual Hunter Pace**, Camp Tecumseh, 445 Mechlin Corner Rd, Pittstown (aeanj.com)



On the Rail

Barisone is staying in jail following preliminary court hearing

Dressage trainer Michael Barisone, charged in the shooting of a former student, will remain in custody after...
[Read more...](#)

By Nancy Jaffer | Published on August 14, 2019

It's time for Monmouth at the Team

Monmouth at the Team, which runs Aug. 12-19, is in its fourth year of implementing an intriguing... [Read more...](#)

By Nancy Jaffer | Published on August 11, 2019

An evening of wine and equine in Cream Ridge

New research on nutrition, pasture management, manure and other topics will go down easy with a glass... [Read more...](#)

By Nancy Jaffer | Published on August 14, 2019

NEW JERSEY ACTIVITIES SCHEDULE



3

1

1 Leaderboard

2 Square

3 Rectangle

2

Third Ad Location

ABOUT Me Page



For more than four decades I wrote the equestrian sports column for *The Star-Ledger* of New Jersey. The column was always oriented toward New Jersey and its horse industry, but also included various other items of equestrian interest. Beginning in 2016, my column moved online to this web site, nancyjaffer.com.

I have ridden all my life in a variety of disciplines and write for a number of websites and publications, including *Horse International*, *Horse-Canada*, *Practical Horseman* and *In Stride*. My books include "Riding Through" with Debbie McDonald and "Life in the Galloping Lane" with Karen and David O'Connor.

I generally have a new feature article at least once a week, and constantly update the On the Rail news notes and the New Jersey activities schedule. Check back here often and email me at nancy@nancyjaffer.com with your news, word of upcoming events, or whatever else you want other readers to know about the equestrian scene in New Jersey and beyond. Follow me on Facebook at Nancy Jaffer Equestrian Sports, Instagram or Twitter: @nancyjaffer.

Contact: Nancy@NancyJaffer.com



Sponsored Content

PREFERRED SPONSOR



- ① Leaderboard
- ② Square
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