

2026 ADVERTISING MEDIA KIT

# Nancy Jaffer Equestrian Sports

NancyJaffer.com · An engaged, high-income equestrian audience


TO ADVERTISE, CONTACT

**Kate Seaman**

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mediapartnersplus.com

ABOUT NANCY JAFFER

# Four decades of trusted equestrian journalism

One of the most internationally recognized names in equestrian journalism, Nancy Jaffer has covered the 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 focuses on items of interest to equestrians and horse enthusiasts of all levels on her website, Nancy Jaffer Equestrian Sports.

Coverage is both local and worldwide. Readers come for original reporting and insights on issues involving horses everywhere and the industry in general. Many of the most prominent names in horse sport are among her regular readers.



| 59,000 | 25,000 | 744 |
| --- | --- | --- |
| PAGE VIEWS | UNIQUE VISITORS | FACEBOOK FOLLOWERS |

**ALSO ON** Facebook · X · Instagram

AUDIENCE

# Who reads NancyJaffer.com

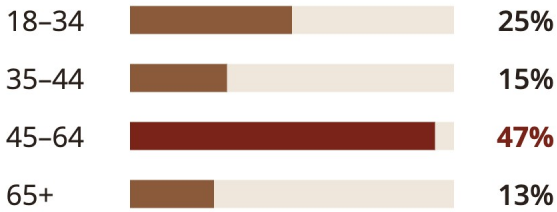
GENDER

80% female



80% female 20% male

AGE




## Who they are

- Horse owners
- Amateur and professional riders
- Active competitors
- Equestrian governance leaders
- Horse show officials and managers
- Fans of equestrian competition
- High net-worth households

## Where they are

- Strong readership in New Jersey, New York, Pennsylvania and Florida
- Plus readers in points west

## How they spend

- Owners: board, lessons, tack, vet supplies, feed, supplements, blankets, sheets and boots
- Riders: a good share of income on board, training, lessons, clothing and equipment
- Non-riders: equine-related gear to look the part
- Beyond the barn: an appreciation for fine cars, jewelry, travel and the finer things

AFFLUENT BUYERS, BEYOND THE BARN

NancyJaffer.com readers are accomplished, discerning people with an eye for quality, in and out of the saddle. They're a natural audience for luxury brands of every kind.

Luxury & performance vehicles | Fine jewelry & watches | Luxury real estate | Wealth management & insurance | Travel & resorts | Fashion & home

AD FORMATS

# Specifications

## Display ads

**Leaderboard**
728 × 90 px

**Square**
1200 × 1200 px

**Rectangle**
1200 × 628 px

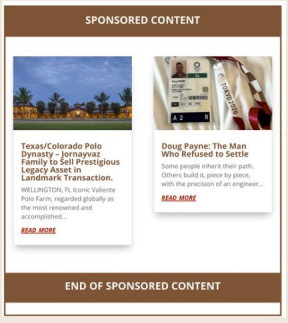
**FILE TYPE**
PNG or JPG (PNG preferred)

**RESOLUTION**
72 dpi

**SIZES**
All dimensions in pixels

## Advertorials

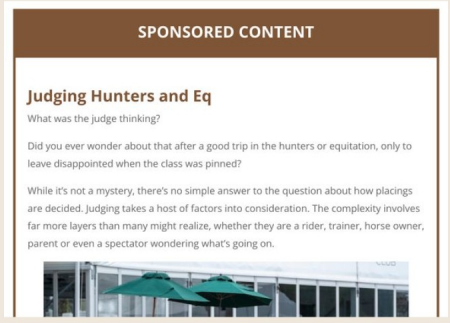
Advertiser-provided sponsored stories




### Grid Style

Max 4 per month

Shown in a grid; each story clicks through to its own dedicated page on NancyJaffer.com.




### Stand-Alone

Max 1 per month

Full story in a “Sponsored Content” box between the two home page feature stories, in one continuous scroll.

RATES

# Advertising prices

**10% off**
with a 3-month commitment

**20% off**
with a 6-month commitment

| Ad type | Monthly rate per ad | | | Total cost | |
|---|---|---|---|---|---|
| | Month to month | 3-month | 6-month | 3 months | 6 months |
| **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 |
| **Grid-Style Advertorial** | $350.00 | $315.00 | $280.00 | $945.00 | $1,680.00 |
| **Stand-Alone Advertorial** | $450.00 | $405.00 | $360.00 | $1,215.00 | $2,160.00 |

*Extended-term contracts may change ad creative up to 2× per month.*

### ADVERTORIAL ADD-ONS

**+$20** Styled button linking to your URL

**+$15** Plain link to an offsite video

**+$35** Video embedded on NancyJaffer.com

## Need creative?

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 DESIGN SERVICES

**Media Partners Plus, LLC**

210 Claremont Rd.
Bernardsville, NJ 07924

AD LOCATIONS · 1 OF 3

# Home page

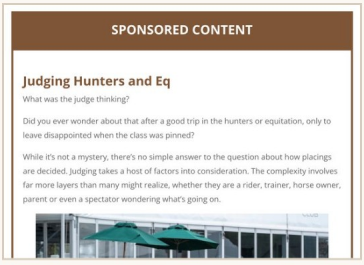



**1 Leaderboard**
Main column, between feature stories

**2 Square**
Sidebar, below On The Rail news

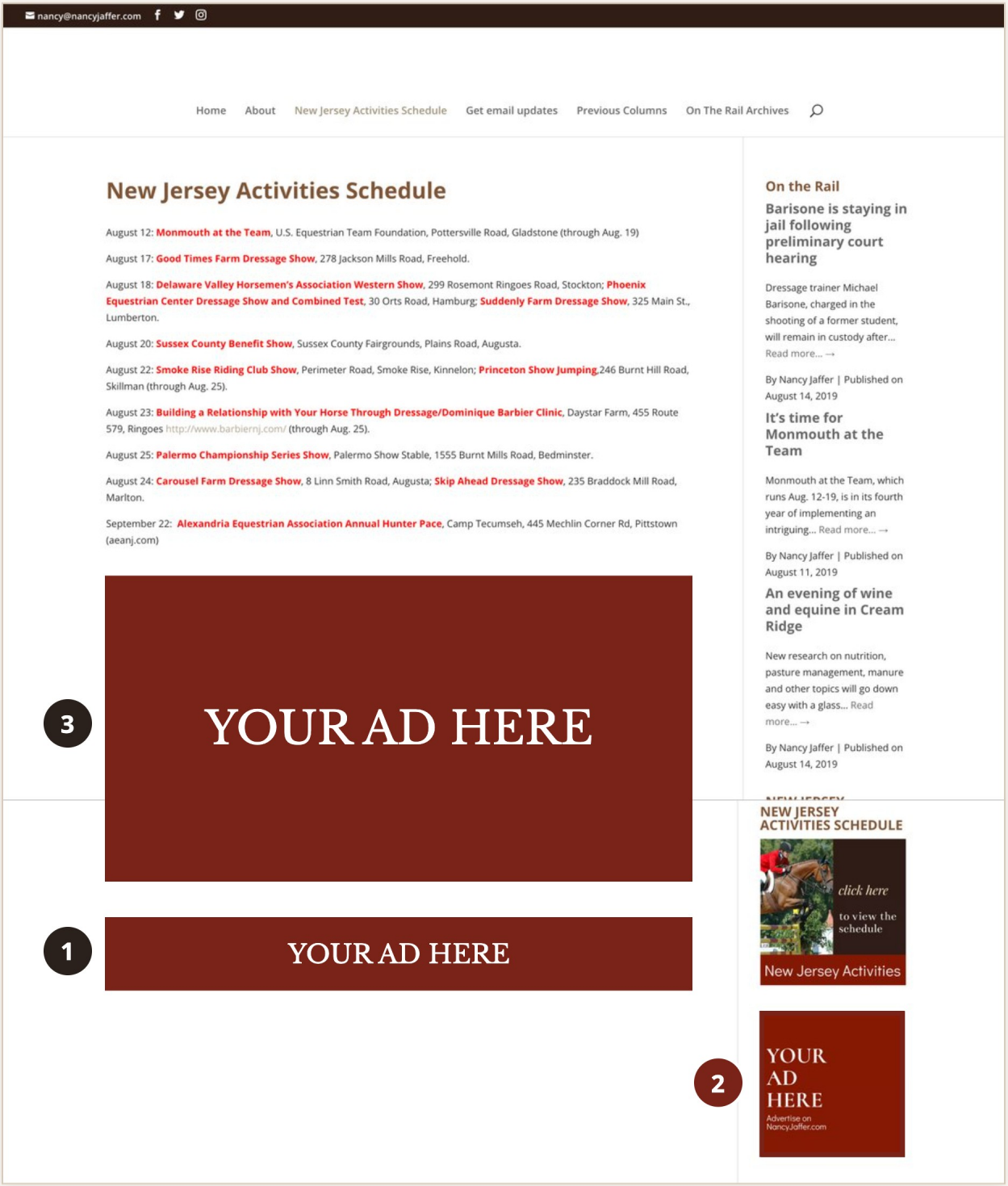
**3 Rectangle**
Main column, between feature stories

**4 Advertorial**
Sponsored Content box in the main column



AD LOCATIONS · 2 OF 3

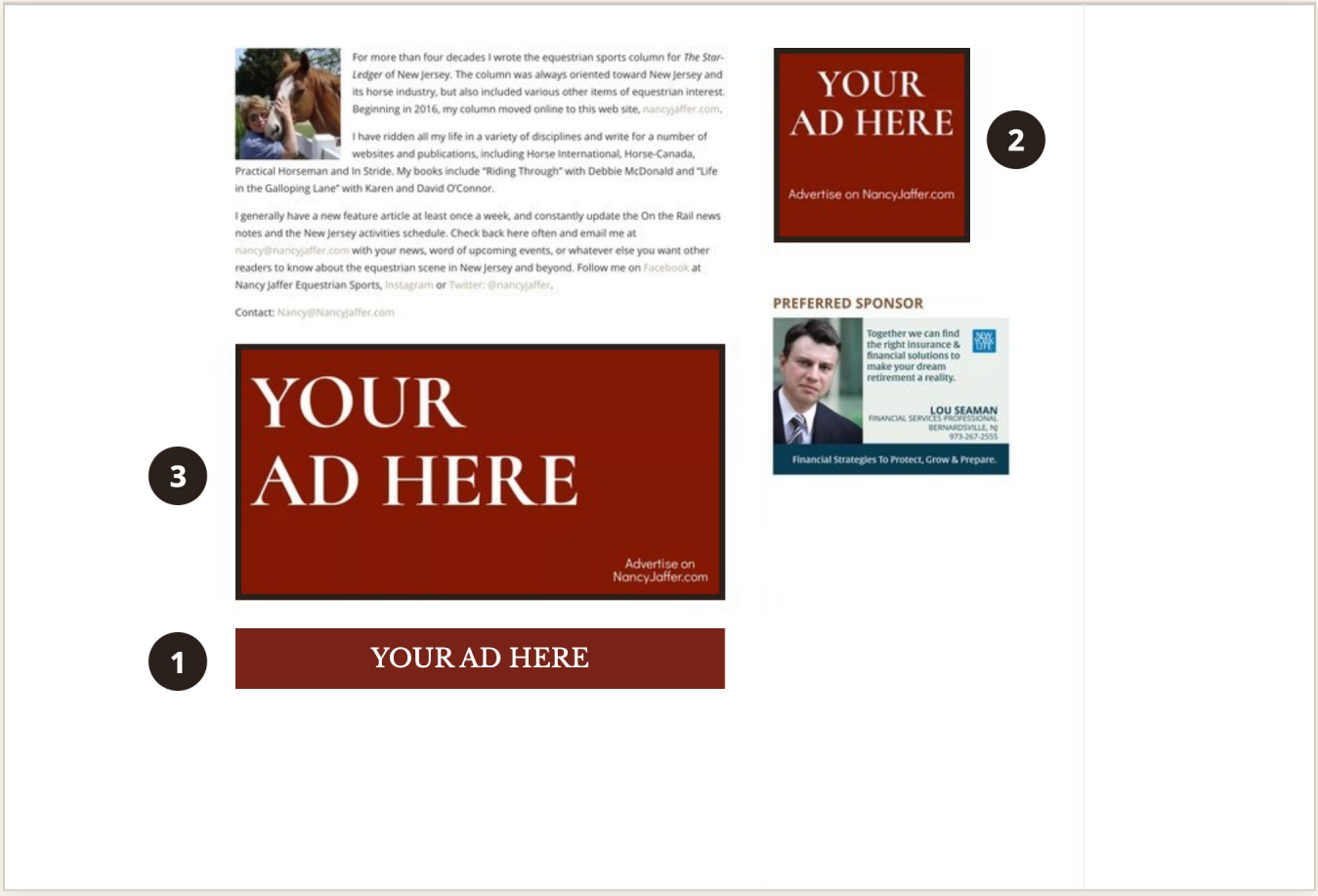
# New Jersey Activities Schedule page




1 Leaderboard  2 Square  3 Rectangle

AD LOCATIONS · 3 OF 3

# About page




1 Leaderboard  2 Square  3 Rectangle

## Ready to reach this unique audience?

Contact Kate Seaman, Media Partners Plus

**info@mediapartnersplus.com**

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