

Horseman's Yankee Pedlar



Published: Monthly.

Horsemen's Yankee Pedlar is the primary magazine for readers and consumers who want to know and enjoy horses of all breeds and all disciplines.

Circulation: 13,000 - 14,000 per month.

Distribution: Includes mailing to paid subscribers; paid affiliate members including horse show, breed specific, dressage, driving and Arabian and Morgan associations; and magazine sales at tack and feed stores throughout New England. Breakdown per state: CT-20%, MA-22%, NY-12.5%, NH-12%, ME-12%, VT-8.5%, RI-8%, other-4%.

Reader Profile: 45% of readers are over 46 years of age. They are predominately female. The average HHI is \$109K

Digital Magazine: Viewable on pedlar.com.