

NRHA 

The Official Publication of the National Reining Horse Association

REINER



A professional reining horse and rider are shown in the center of an arena. The horse is a light-colored, possibly palomino or cream, with a white blaze on its forehead and white socks on its lower legs. The rider is wearing a black cowboy hat and a dark long-sleeved shirt with various sponsor logos, including '7 LAKES RANCH', 'Habermann Feeds', and 'Habermann's'. The background shows the white walls of the arena and some spectators in the stands. The arena floor is made of dirt.

**2026
MEDIA
KIT**

THIS RIGHT HERE IS REINING

2026 Editorial Calendar



The NRHA Reiner has bonus distribution at various equine events, including:

- NRHA European Futurity
- The American Performance Horseman
- NRHA European Affiliate Championships
- NRHA European Derby
- The Run for a Million
- All American Quarter Horse Congress
- AQHA World Championship Show
- 6666 NRHA Derby® Presented by Markel
- NRHA Futurity®
- Adequan® NAAC



NRHA Reiner Mission

The NRHA Reiner strives to represent the entire membership and fulfill the needs of all reiners, from million-dollar riders and owners to newcomers, entry-level competitors and breeders. The magazine also serves as an archive of milestones and historic moments in reining.

JANUARY

The NRHA Futurity Issue

MARCH

Year in Review and NRHA Open World Champions

Reservation Deadline: Jan 22

Artwork Due: Jan 29

APRIL

The Non Pro Issue, including the NRHA Non Pro World Champions

Reservation Deadline: March 2

Artwork Due: March 9

MAY

The Affiliate Issue and Derby Preview

Reservation Deadline: April 1

Artwork Due: April 9

JULY

The International Reining Issue

Reservation Deadline: June 3

Artwork Due: June 12

AUGUST

The NRHA Derby Issue

Reservation Deadline: July 1

Artwork Due: July 10

SEPTEMBER

The Competitor Issue

Reservation Deadline: Aug 3

Artwork Due: Aug 11

OCTOBER

The Farm and Ranch Issue

Reservation Deadline: Sept 3

Artwork Due: Sept 10

NOVEMBER

The Breeding and Bloodlines Issue

Reservation Deadline: Oct 1

Artwork Due: Oct 9

JANUARY 2027

The NRHA Futurity Issue

Reservation Deadline: Dec 4

Artwork Due: Dec 11

Demographics

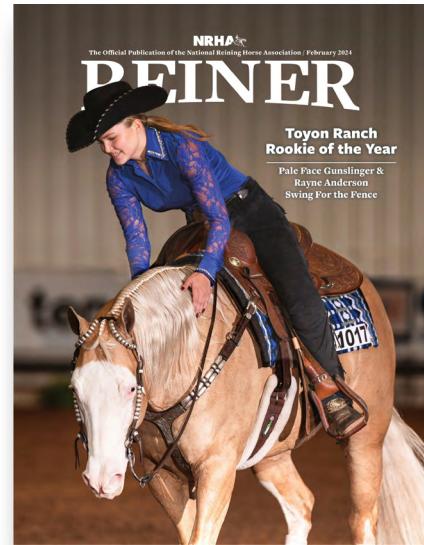


14,300 NRHA Memberships Worldwide

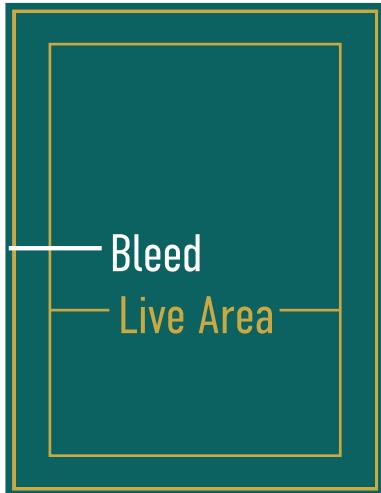
8,600 NRHA U.S. Memberships

Typical Member Profile:

- **NRHA members are active.** Most members typically attend and/or participate in one to five NRHA-approved shows within 100 to 500 miles of home per year.
- **The average member owns seven horses.** 70% of members own a farm or a ranch with the mean value of land, facilities and equipment used for horses on these farms totaling \$500,000 to \$1 million.
- **NRHA members value their barns and facilities.** 41% of members plan to improve or expand those facilities in the next 12 months.
- **NRHA's membership is 70% female.** She's 48.7 years of age, married and earns her primary income in the horse industry.
- **NRHA members are well educated.** 49% of members have at least a college bachelor's degree, and 17% have earned a graduate or professional degree.
- **NRHA members have strong financial resources.** 55% of members report having a gross annual income of more than \$100,000, with the average member having an income of \$100,000 to \$150,000.



Ad Options & Specifications



Full-Page Bleed

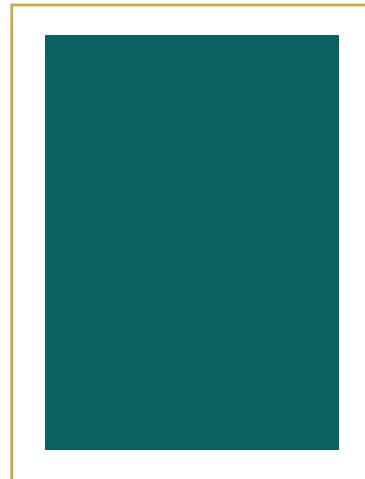
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Live Area: 6.666" x 9.416"

\$1,320 four-color

+\$450 for Inside Front Cover,
+\$500 for Inside Back Cover

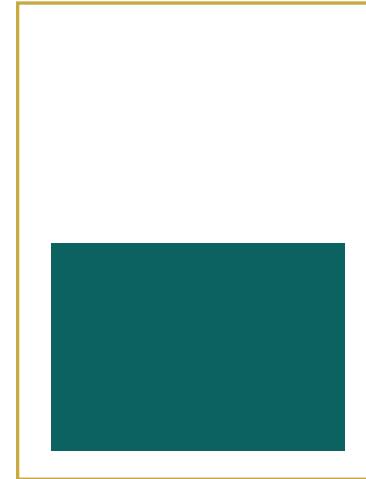


Full-Page NO Bleed

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16.93 cm x 23.92 cm

\$1,320 four-color

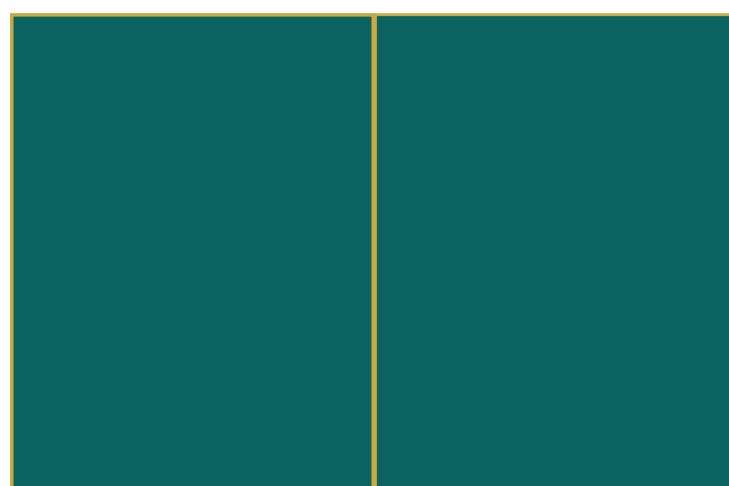


Half-Page

6.666" x 4.576"

16.93 cm x 11.62 cm

\$1,150 four-color



Spread

17" x 11.125"

43.18cm x 28.26 cm

\$2640 four-color

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2026 MEDIA KIT

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