

NRHA 

The Official Publication of the National Reining Horse Association

REINER



2026 MEDIA KIT

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NRHA REINER



THE 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.

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MEMBER DEMOGRAPHICS

CORE DEMOGRAPHICS

PREDOMINANTLY **FEMALE**, WITH AN AVERAGE AGE OF **48.7**
MARRIED, WITH PRIMARY INCOME DERIVED FROM THE **EQUINE INDUSTRY**

AFFLUENT & EDUCATED

AVERAGE ANNUAL INCOME: **\$100K-\$150K** - **55%** EARN **MORE THAN \$100K**
ANNUALLY - **49%** HOLD AT LEAST A **BACHELOR'S DEGREE**

PROPRIETORS & DECISION-MAKERS

70% OWN A **FARM OR RANCH**
MEAN VALUE OF **LAND, FACILITIES, AND EQUIPMENT: \$500K-\$1M**

HOUSEHOLD & LIFESTYLE

50% LIVE IN **TWO-PERSON HOUSEHOLDS**
72% DO **NOT** HAVE CHILDREN AT HOME

CROSS-DISCIPLINE CONVERTS

THE AVERAGE MEMBER IS **MOST LIKELY TO HAVE PARTICIPATED**
IN ANOTHER SHOWING DISCIPLINE PRIOR TO JOINING NRHA

LOYAL & PASSION-DRIVEN

MOST MEMBERS HAVE BEEN PART OF **NRHA FOR 10+ YEARS**
JOINED PRIMARILY DUE TO A **STRONG APPRECIATION FOR THE SPORT**

DEEPLY ENGAGED PARTICIPANTS

TYPICALLY **ATTEND AND/OR COMPETE IN 1-5 NRHA-APPROVED SHOWS PER**
YEAR - WILLING TO TRAVEL **100-500 MILES** FROM HOME TO PARTICIPATE



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JANUARY

The NRHA Futurity Issue

Reservations Deadline: Dec 4

Artwork Due: Dec 11

MARCH

Year in Review and NRHA Open World Champions

Reservations Deadline: Jan 22

Artwork Due: Jan 29

APRIL

Non Pro World Champions

Reservations Deadline: March 2

Artwork Due: March 9

MAY

The Affiliate Issue and Derby Preview

Reservations Deadline: April 1

Artwork Due: April 9

JULY

The International Reining Issue

Reservations Deadline: June 3

Artwork Due: June 12

AUGUST

The NRHA Derby Issue

Reservations Deadline: July 1

Artwork Due: July 10

SEPTEMBER

The Competitor Issue

Reservations Deadline: Aug 3

Artwork Due: Aug 11

OCTOBER

The Farm and Ranch Issue

Reservations Deadline: Sept 3

Artwork Due: Sept 10

NOVEMBER

The Breeding and Bloodlines Issue

Reservations Deadline: Oct 1

Artwork Due: October 9

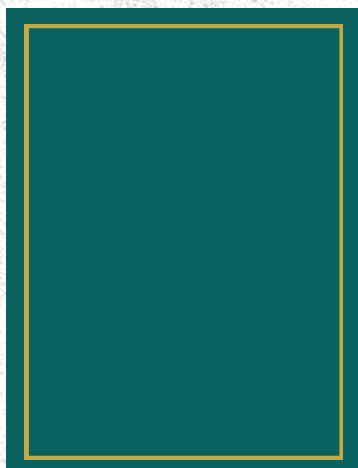
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AD OPTIONS & SPECIFICATIONS



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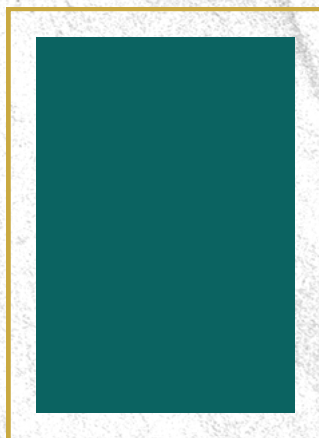
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\$1,320 four-color

+\$450 for Inside Front Cover,

+\$500 for Inside Back Cover



FULL PAGE NO BLEED

6.666" x 9.416"

16.93 cm x 23.92 cm

\$1,320 four-color



HALF-PAGE

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16.93 cm x 11.62 cm

\$1,150 four-color

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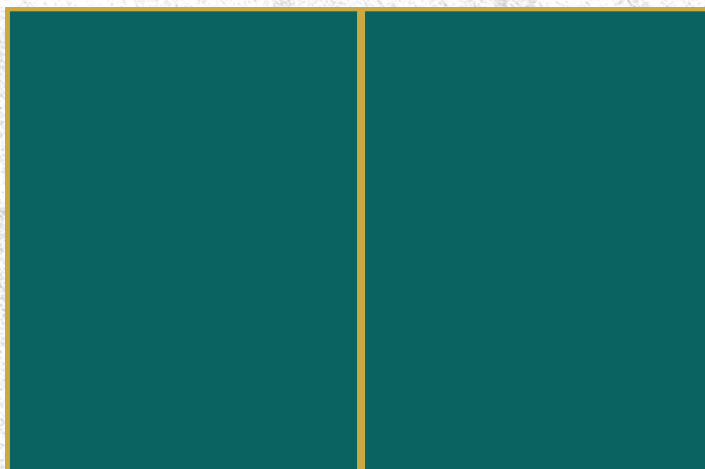
dan@614mediagroup.com

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\$2640 four-color



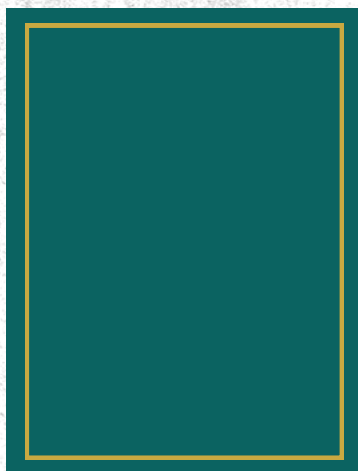


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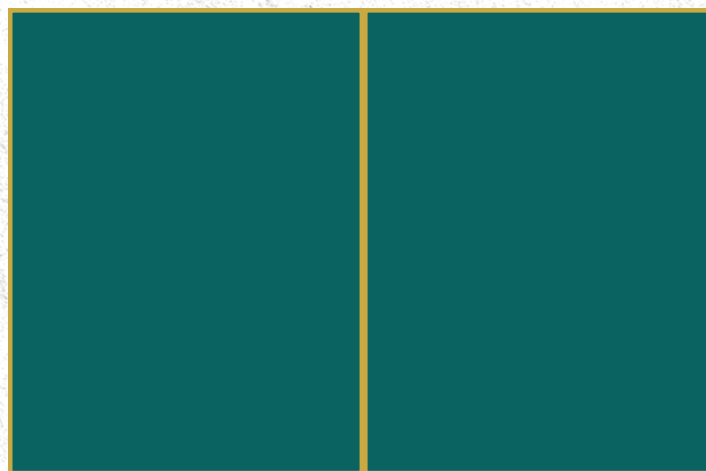
OWNED EVENT ASSETS

DIGITAL EVENT PROGRAMS



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Live Area: 6.666" x 9.416"



SPREAD

17" x 11.125"
43.18cm x 28.26 cm

The NRHA Derby

Reservations Deadline: May 15
Artwork Due: May 15

Outside Back Cover: \$1,500
Inside Front Cover: \$1,250
Inside Back Cover: \$1,250
Page 1: \$1,250
Full Page: \$825

The NRHA Futurity

Reservations Deadline: Oct 1
Artwork Due: Oct 1

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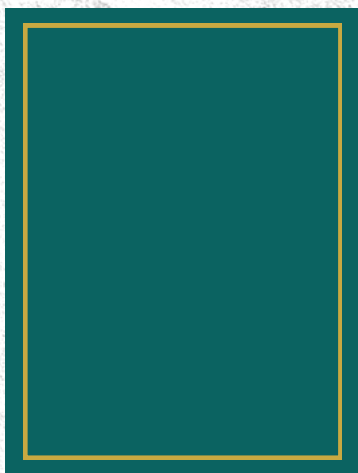


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OWNED EVENT ASSETS

EVENT DRAW SHEETS

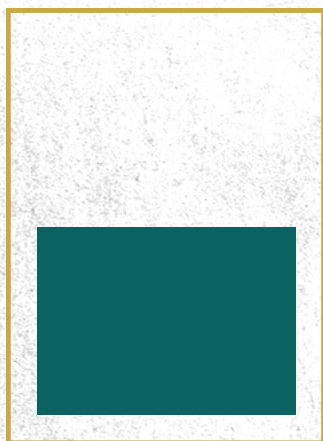


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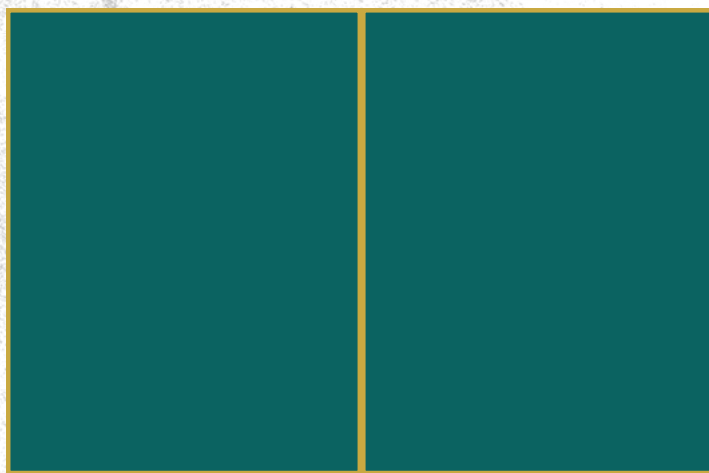
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HALF-PAGE

7.0" x 4.625"

17.78 cm x 11.75 cm



SPREAD

Bleed Size: 15.25" x 10.25"

Trim Size: 15"x10"



The NRHA Futurity

Open and Non Pro

Reservations Deadline: Nov 16

Artwork Due: Nov 16

The NRHA Derby

Open and Non Pro

Reservations Deadline: June 13

Artwork Due: June 13

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Back Cover: \$1,500

Inside Front Cover: \$1,250

Page 1: \$1,250

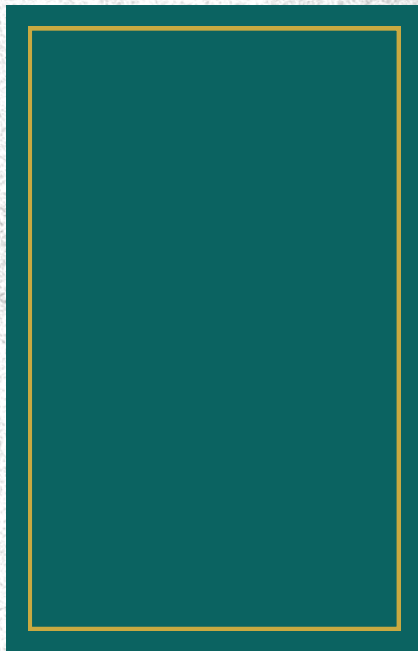
Inside Back Cover: \$1,250

Full Page: \$825

Horizontal Half-Page: \$600

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OWNED EVENT ASSETS
MARKEL FUTURITY SALES CATALOG

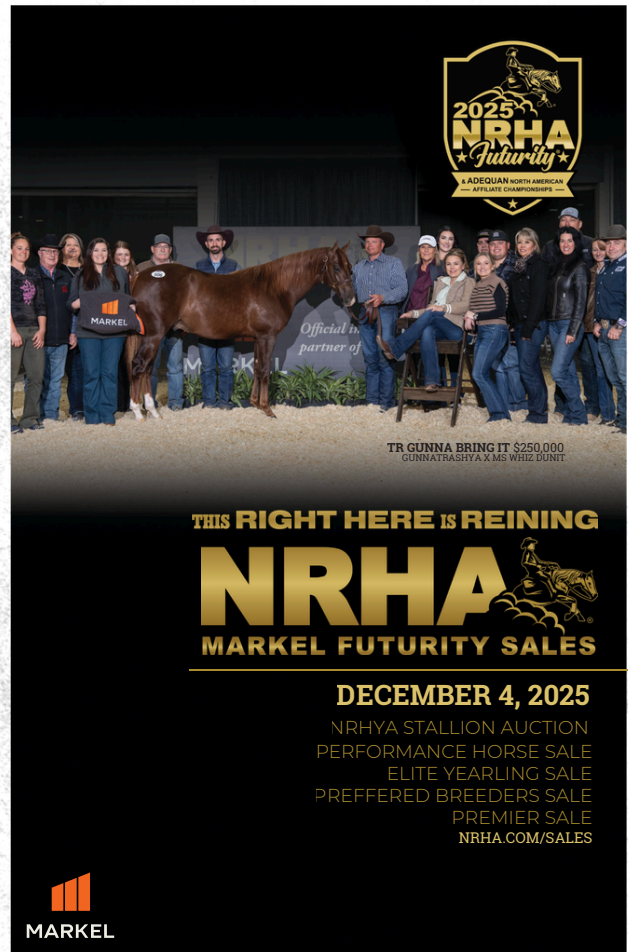


\$550

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Reiners from around the world gather at the NRHA Futurity® to buy, sell & celebrate the world's best reining horses, making it a premier marketplace for the sport's most talented athletes.



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**SALES CATALOG AD SALES CLOSE
AND MATERIALS DUE - SEPT 25**

*Deadlines subject to change. Contact your sales rep for details.

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