

PERFORMANCE REPORT *Horse&Rider*



PREMIERE ISSUE

Performance Report by *Horse&Rider*

Made in America: *The Evolution of the Western Performance Horse*

Launching May 2026

From the trusted team behind *Horse&Rider* comes *Performance Report*, delivering in-depth coverage of the horses, bloodlines, competitions and events that shape today's Western performance industry.

The inaugural publication, *Made in America: The Evolution of the Western Performance Horse*, traces the journey from the foundation bloodlines to the highly specialized athletes dominating arenas on a global stage.

This issue will blueprint the evolution of the industry through the horses that disrupted the status quo, setting the course for breeders, trainers and non-pros alike to pursue new standards of excellence and achievement.

Editorial Focus

The Blueprint Era

The foundation sires and mares that defined the Western performance horse.

- Early ranch horses and the roots of performance bloodlines
- The notable crosses from influential sires and mares
- The conformation, instincts and traits that built the foundation for modern champions

Part 2 – The Evolution

How breeding priorities and athletic specialization created today's elite performance horses.

Discipline sections include:

- ★ Cutting
- ★ Reining
- ★ Cow Horse
- ★ Ranch Versatility

Each section explores the bloodlines, athletic traits and breeding strategies defining the disciplines today and which horses may be shaping the future.

Why Advertise in This Issue

Speak directly to the decision makers of the Western performance industry:

- Stallion owners and breeding programs
- Professional trainers and competitors
- Dedicated amateur competitors
- Horse owners actively investing in performance horses
- Industry professionals and enthusiasts

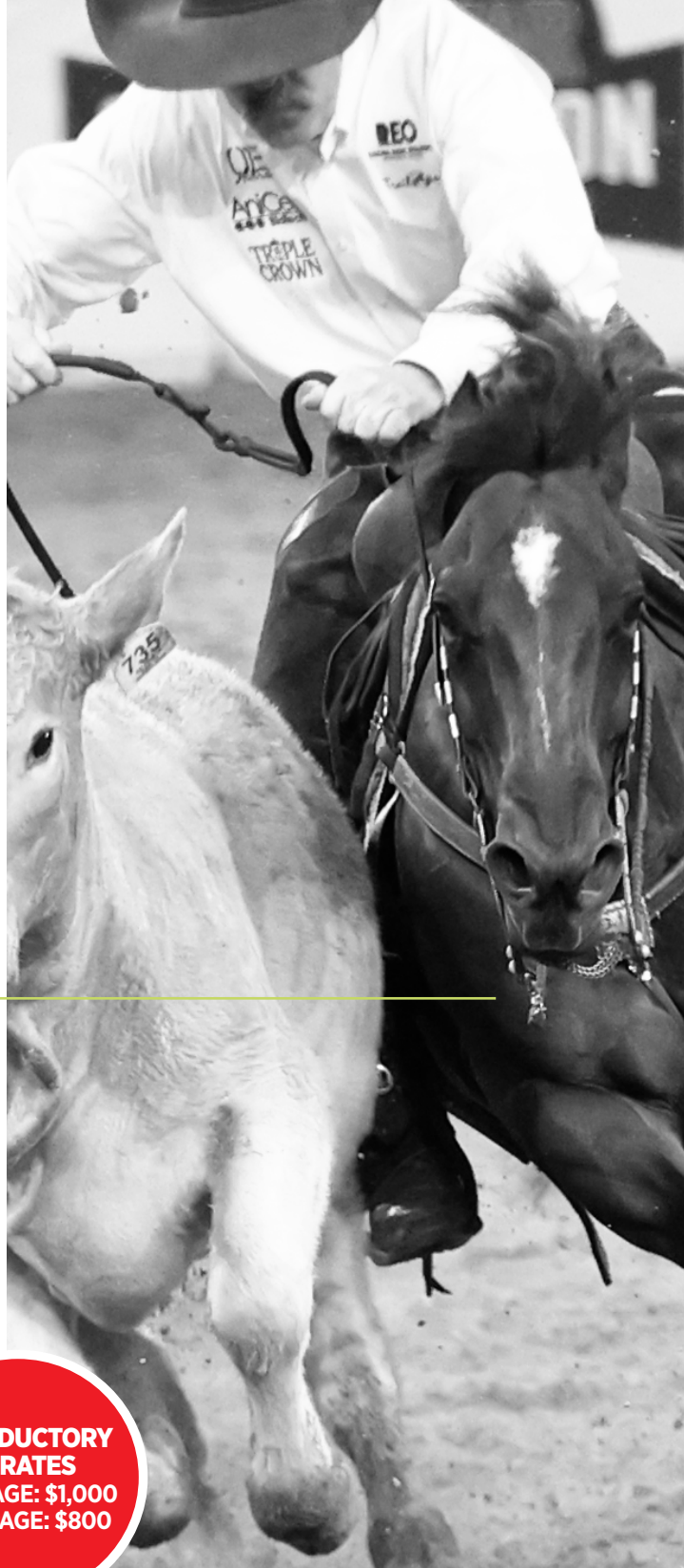
Our audience is deeply engaged with bloodlines, competition and events, and equipment and products designed to support superior athletic performance—making this issue a natural fit for brands across the Western performance market.

Print Readership: 56,000

Online Audience (website, socials, newsletter): +1.5 Million

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*Schedule subject to change. Cover for illustrative purposes only and is subject to change.



**INTRODUCTORY
AD RATES**
FULL PAGE: \$1,000
HALF PAGE: \$800

AD SIZES AND RATES (NET)

Third-Page: \$2420

Half-Page (horizontal or vertical): \$2970

Full-Page: \$4564

SPACE DEADLINE: 4.13.26*
MATERIALS DUE: 4.17.26*