



Demographics

Equine.com currently receives more than 2.5 million visits per month, making it the largest site in the online horse industry. Our extensive tracking and data capturing, along with third-party metrics give us a clear picture of who's visiting Equine.com.

The typical Equine.com visitor:

- is female
- currently owns a horse
- visits Equine.com 30 times per 6 month period
- is between 18 and 34 years old
- spends nearly 20 minutes per visit
- is looking at horses or horse-related products for sale

Equine.com's visitors are an excellent audience for targeted advertising campaigns because they are receptive to surveys, contest promotions and emails from Equine.com and its advertisers. Our extensive member database and demographic profiles allow Equine.com to help you reach specific groups within the horse industry. If you want to speak to any type of horse enthusiast, Equine.com members will listen.

