



USPC Publications... at a glance

4041 Iron Works
Parkway

Lexington, KY
40511

859/254-7669

communications
@ponyclub.org

www.ponyclub.org

USPC News: THE OFFICIAL NEWSMAGAZINE OF THE UNITED STATES PONY CLUBS, INC.

USPC News goes into 13,000 horse-oriented households throughout the United States and the Virgin Islands, reaching an estimated 40,000 individuals. It is well read and kept for reference because each issue has educational features and news articles about Pony Club that inform and entertain members, their parents, and organizational leaders, volunteers and supporters. Most households reached have active Pony Club members, ranging in age from as young as 5 or 6 up through age 25. Unlike other equine organizations, USPC requires active hands-on activities with the horse, which makes our members an attractive target audience for all things equine. The market is growth-oriented and reflects great enthusiasm for horses, horse-related activities and mounted sports, good horse care, and riding safety. Pony Club is renowned for its emphasis on its members learning excellent horsemanship, horse care, good riding skills and safety practices. USPC News readers are well informed equine-market consumers, seeking good-quality, useful, and safe products, tack and equipment, information, services, riding opportunities, publications, and more.

*Advertisements in USPC News provide the
exposure your business needs!*

USPC ANNUAL DIRECTORY

The USPC Annual Directory is distributed throughout the United States to all of USPC's corporate members and local, regional, and national Pony Club leaders and volunteers. All are horsemen and horsewomen or parents of Pony Club members. The Directory is kept and used often, particularly by people associated with Pony Club. A large portion of the Directories will have an indefinite shelf life, for many people who receive Directories keep them for historic reference.

Your ad will keep on selling!

USPC TRIENNIAL FESTIVAL PROGRAM

Over 5,000 copies of the Festival program are distributed at USPC's Festival, held every three years at the Kentucky Horse Park in Lexington, Kentucky. Thousands of Pony Club participants in the competitive and educational extravaganza, their parents and other family members, Festival officials and volunteers, spectators and more receive the programs. Festival programs will be kept as souvenirs and as references.

*Your ad will be seen many times during Festival
and long after the event is over!*