



## About Us:

Founded in 1975, Polo Players' Edition, formerly Polo magazine, is the longest running polo magazine in the world. Since its beginning, it has been the official publication of the United States Polo Association, the governing body for the sport in the United States.

Polo Players' Edition, a glossy, full-color publication, is delivered each month to every member of the United States Polo Association, as well as other players, sponsors, fans and game officials. A recent member survey rates the publication as one of the most important benefits its members receive.

By and large, stories are written by polo players, for polo players. The magazine continues to chronicle the sport, covering all the action and drama on the field as well as giving an insider's look behind the scenes.

Stories include those from the world of professional polo: the best equine and human athletes competing for the sport's top prizes; the passionate and dedicated individuals competing at the amateur level at clubs throughout the country; as well as interscholastic and intercollegiate polo, junior polo, women's polo and senior polo.

We regularly include articles on game strategy and playing tips, horse care, international polo, social news and game results.



# WHO READS POLO PLAYERS' EDITION?

## SUBSCRIBER STUDY HIGHLIGHTS

### AGE

AVERAGE	47 YRS OLD
UNDER 25	4.3%
25-34	11.3%
35-44	27.1%
45-64	48.8%
65 OR OLDER	8.5%

<b>MALE</b>	70.0%
<b>FEMALE</b>	30.0%

### EDUCATION

POSTGRADUATE DEGREE	29.9%
COLLEGE DEGREE	76.8%
COLLEGE EDUCATED	92.9%

### EMPLOYMENT

EMPLOYED FULL TIME	88.4%
EMPLOYED PART TIME	4.0%
EMPLOYED	92.4%

### OCCUPATION

PROF/MANAGERIAL	88.8%
CHAIRMAN/PRESIDENT	43.2%

### HOUSEHOLD INCOME

AVERAGE	\$459,000
\$500,000+	22.7%
\$200,000-\$500,000	25.9%
\$75,000-\$150,000	28.3%
\$35,000-\$75,000	8.0%

### NET WORTH

AVERAGE	\$4,680,000
1 MILLION+	64.2%
\$500,000-\$999,999	14.0%

### HIGHEST EXPENDITURES

REAL ESTATE, AUTOMOBILES,  
TRAVEL, COMPUTER EQUIPMENT,  
ART, JEWELRY, ANTIQUES

### MARKET VALUE PRIMARY RESIDENCE

AVERAGE	\$1,597,000
1 MILLION+	40.1%
\$500,000-\$999,999	37.8%

### RANCH OWNERSHIP

OWN A RANCH	48.0%
AVERAGE MARKET VALUE	\$3,563,000
AVERAGE ACRES OWNED	193 ACRES
BUY TRAILERS, FENCING, TRACTORS, ACCESSORIES, ETC.	89.0%

### AVERAGE ANNUAL RELATED EXPENSES

RIDING APPAREL	\$621
HORSE EQUIPMENT	\$2,391
POLO EQUIPMENT	\$1,510
HORSE FEED	\$4,970
SUPPLEMENTS	\$816

### ANNUAL TRAVEL

AVERAGE SPENT	\$12,755
NIGHTS IN HOTEL/RESORT	17.4
ROUNDTrip FLIGHTS TAKEN	10
TRIPS OUTSIDE THE U.S.	3
DINE OUT (MONTHLY AVERAGE)	7.6

### READER INVOLVEMENT

TIME SPENT READING ISSUES	1.0 HRS.
READ HALF OR MORE	89.9%
SAVE ISSUE, GIVE TO A FRIEND OR PLACE IN OFFICE	99.0%
AVERAGE READERS PER COPY	2.8

### MARITAL STATUS

SINGLE	14.6%
MARRIED	68.3%
WIDOWED/DIVORCED/SEP.	17.1%

### HORSE OWNERSHIP

AVERAGE	14 HORSES
POLO	9
OTHER PURSUITS	5
INVOLVED IN OTHER EQUESTRIAN PURSUITS IN ADDITION TO POLO	60.5%





## Advertising Rates

Number of issues	1X	3X	6X	9X	12X
Full Page	\$1640	\$1520	\$1415	\$1250	\$1135
Two-Thirds	\$1175	\$1090	\$1025	\$895	\$800
One-Half	\$975	\$905	\$855	\$750	\$675
One-Third	\$655	\$610	\$575	\$500	\$450
One-Sixth	\$390	\$365	\$330	\$285	\$260
Cover 2	\$1850	\$1725	\$1610	\$1405	\$1280
Cover 4	\$2000	\$1880	\$1755	\$1635	\$1515

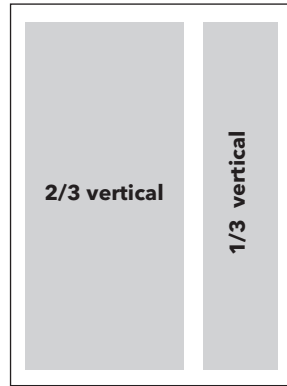
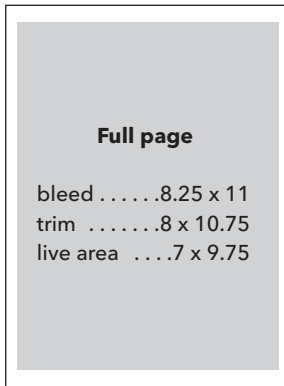
No additional charge for bleed. Ten percent position premium. Price listed is price per issue.



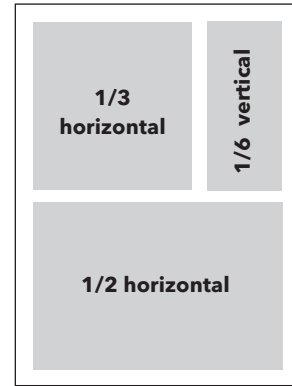
# POLO

PLAYERS' EDITION

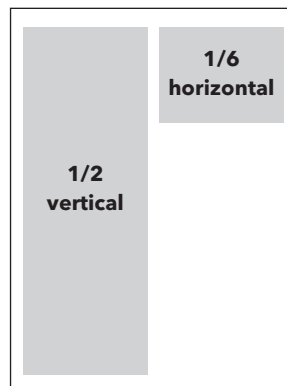
## ADVERTISING PRODUCTION SPECIFICATIONS



**2/3 vertical** . . . .4.58 x 9.75  
**1/3 vertical** . . . .2.16 x 9.75



**1/3 horizontal** . .4.58 x 4.75  
**1/6 vertical** . . . .2.16 x 4.75  
**1/2 horizontal** . . . .7 x 4.75



**1/2 vertical** . . .3.375 x 9.75  
**1/6 horizontal** .3.375 x 3.12

**Deadline for material: 10th of month prior to submission.**

All artwork must be electronically submitted: high resolution PDF, JPG, TIF, EPS

Please send artwork to: David Beverage • David@NorthHavenDesign.com

Ad production questions: 267-740-2176

### Fonts/Supporting graphics

All fonts must be included with native files, or embedded into your document. All images must be converted to CMYK or Grayscale with a **minimum of 300dpi**.

All rates apply to finalized artwork, supplied by the advertiser.

Production charges will apply for any typesetting, layout/design, or any other production services.

Call 561-968-5208 with any submission or payment inquiries.



## Website Advertising Rates

<b>Size in pixels</b>	<b>Per month</b>	<b>12 months</b>
Side column 336 x 280	\$300	\$3000
Leaderboard 728 x 90		

All website advertising is prepaid

