



THE HOME OF LIVE EQUESTRIAN SPORT.

2026 US MEDIA PARTNERSHIPS

807K

US MINUTES WATCHED

75K

US SOCIAL FOLLOWERS

WHAT WE DO

MORE THAN COMPETITION. THE WHOLE HORSE WORLD.

Equestrian isn't a niche sport — it's a lifestyle and a household economy: barns, trucks, trailers, feed, tack, apparel, property and travel. H&C reaches the people living it, every day of the year.

LIVE SPORT

Top-tier competition streamed worldwide.

EVERY DISCIPLINE

English to Western, arena to trail — one audience united by the horse.

CARE & OWNERSHIP

Horsemanship, training and health — the daily life of horse owners.

LIFESTYLE & CULTURE

Property, fashion, travel and the country way of life around the barn.

COMMUNITY

Riders, owners, breeders and fans — a passionate, high-spend audience.





THE PREMIERE EQUINE LIFESTYLE NETWORK

IF YOU OWN A HORSE, YOU WATCH **HORSE & COUNTRY.**

The channel playing in the tack room, the app open ringside, the series the barn talks about all week.

21

COUNTRIES SERVED

400+

DAYS OF LIVE SPORT A YEAR

WHO YOU REACH · FOR LIFESTYLE & CONSUMER BRANDS

AN AFFLUENT, HIGH-INTENT AUDIENCE.

Property owners, household decision-makers and category-leading spenders — one of the most affluent, brand-loyal segments in American sport.

\$185K

AVG HOUSEHOLD INCOME

\$955K

AVG NET WORTH

\$10K+

ANNUAL SPEND PER HORSE
HOUSEHOLD

85%

FEMALE AUDIENCE

80%+

COLLEGE EDUCATED

4

HORSES OWNED ON AVERAGE

Sources: USEF member demographics and American Horse Council studies. HGC first-party audience data available on request.



A PROVEN MODEL

BUILT INTERNATIONALLY. THE PLAYBOOK ALREADY WORKS.

Across the UK, Europe and Australia, H&C runs the leading equestrian media platform: premium subscription, linear TV, FAST channels and a global social engine.

51.1M

IMPRESSIONS

16.4M

VIDEO VIEWS

1.38M

ENGAGEMENTS

500K+

FOLLOWERS

TV CHANNEL

840K plays · 23M minutes viewed

ONLINE & SOCIAL

5M+ sessions · 26M+ minutes viewed

PLATFORMS

75.5M impressions · 26.5% email open rate



THE US OPPORTUNITY

THE NEXT CHAPTER IS ALREADY UNDERWAY.

4.15M

US IMPRESSIONS

657K

US VIDEO VIEWS

807K

MINUTES WATCHED

75K

US SOCIAL FOLLOWERS

66.5K

US ENGAGEMENTS

17.3K

UNIQUE VIEWERS

*Developed enough to deliver real reach. Early enough to own the category. Not just
seen — remembered.*



WHY GET IN EARLY

THE GAP IS THE OPPORTUNITY.

H&C's international audience shows where the US is headed. Align now and grow with the curve — instead of paying a premium to catch it later.

AMERICA TODAY

4.15M

impressions — early growth, low brand clutter



INTERNATIONAL TODAY

51.1M

impressions — the proven ceiling the US is growing into

OWN THE ASSOCIATION

Build category ownership before competitors arrive and the space gets noisy.

GROW WITH THE AUDIENCE

Early partners compound reach as the US base scales — at today's entry point.

FOUNDING-PARTNER ACCESS

First call on sponsorships, series integrations and event-led moments.

NOT JUST PLACEMENTS. PARTNERSHIPS.

Six ways into the story — built around context, content and credible equestrian moments, not interruptions.

01

PREMIUM MEDIA

Premium video and connected-TV environments US marketers can't buy anywhere else in equestrian.

02

LIVE SPORT

Unskippable moments around top-tier competition — pre-roll, in-stream, screen wipes and event sponsorship.

03

ORIGINAL STORYTELLING

Branded modules and product placement written into the shows fans love — not bolted around them.

04

SOCIAL DISTRIBUTION

Short-form built to travel: cutdowns and campaign content tuned for reach and shareability.

05

US GROWTH PARTNERSHIPS

First-mover alignment with US events, riders, venues and community programming as the market scales.

06

OUTCOMES & MEASUREMENT

Every campaign reports beyond reach: traffic, leads, email acquisition, engagement and brand lift.

ONE BRIEF. EVERY TOUCHPOINT.

Our strongest sponsorships aren't single placements — they're integrated campaigns that run across the whole platform. One brief activates email, social, web, streaming, app, push and linear TV at once, so your message follows the audience from inbox to feed to stream to screen.

350K EMAIL Mailing list · owned audience IN A CAMPAIGN Dedicated sends & newsletter inclusion	500K+ SOCIAL Followers · reach & shareability IN A CAMPAIGN Short-form cutdowns & paid amplification	H&C+ STREAMING Premium engaged members IN A CAMPAIGN Branded modules, product placement & pre-roll	App MOBILE Always-on, in-pocket IN A CAMPAIGN In-app placements & sponsored sections	Linear TV CHANNEL Big-screen brand presence IN A CAMPAIGN Sponsorship, idents & screen wipes
---	--	--	--	--

PACKAGES BUILT FOR OUTCOMES.

RIGGED FOR YOUR OBJECTIVE

BRAND REACH

LEAD GENERATION

ACQUISITION

+ MORE

US FOUNDING PARTNER Custom

Category exclusivity, series integration, live-sport sponsorship, social and email amplification, brand-lift study.

OWN THE CATEGORY EARLY

SERIES PARTNER from \$25,000

Branded series module, pre-roll across live sport, social cutdowns, email inclusion, full campaign reporting.

CAMPAIGN PARTNER from \$9,500

Stand-alone branded production or live-sport campaign, social distribution, performance reporting.

À la carte: branded modules from \$6,500 · product placement from \$3,200 · live-sport media from \$3,200.

Pricing indicative; every package is tailored to objectives.

FLAGSHIP FRANCHISE

ALL STAR ACADEMY

The biggest equestrian entertainment franchise — everyday riders, elite coaches and a deeply invested audience, built on real competition and real emotion. Following its strongest series yet in 2025 and a much-anticipated 2026 return, brands can be woven into the heart of it through title sponsorship, module partnerships and integrated product placement.

2025 SERIES PERFORMANCE

17.8M+

ORGANIC SOCIAL IMPRESSIONS

8.4M+

VIDEO VIEWS

236K+

ENGAGEMENTS

195K+

VIEWERS · LINEAR & H9C+

1K+

CONTENT ASSETS DELIVERED

LIVE SPORT & STREAMING

400+ DAYS OF LIVE EQUESTRIAN SPORT A YEAR.

Luhmühlen, Blenheim, Bramham, Adelaide, British Dressage National Championships, Premier Leagues, BRC, Pony Club and much more from around the world.

ADVERTISING FORMATS

In-stream advertising · Pre-roll · Screen wipes · Event & broadcast sponsorship

PACKAGES

from \$3,200

per campaign; daily rates on enquiry. Unskippable, premium, targeted by discipline and intent.

TRUSTED BY

British Eventing · British Dressage · BRC · Pony Club



THE OPPORTUNITY RUNS BOTH WAYS

FOR AMERICAN BRANDS, A GLOBAL STAGE.

The same content engine puts American brands in front of equestrian households across the UK, Europe and Australia — on subscription, linear TV, FAST channels and social, worldwide.

75.5M

SOCIAL IMPRESSIONS WORLDWIDE

500K+

FOLLOWERS ACROSS GLOBAL CHANNELS

26M+

MINUTES VIEWED ON LINEAR & FAST

300+

DAYS LIVE & ON-DEMAND ON H&C+

One partnership. Two markets. Every screen.

Connected TV on LG Smart TVs and global FAST platforms

WHY NOW



PARTNER WITH THE FASTEST- GROWING EQUESTRIAN MEDIA PLATFORM IN AMERICA.

The proven international model, the content engine and a growing American audience. A select group of early partners will own the equine-lifestyle category as it scales. If you want to reach equestrians in a meaningful, memorable way — let's talk.

sponsorship@horseandcountry.tv

kevink@horseandcountry.tv

sophie@horseandcountry.tv

Closer to the sport. Closer to your audience.