EquiManagement is the equine veterinary industry's trusted information provider in print and online. EquiManagement focuses on the business of veterinary practice, peer-reviewed equine health research and presentations, and the wellness of equine practitioners. We are official media partners with 10 organizations globally: AAEP, NAEP, AVMA PLIT, ISELP, BEVA, WEVA, NZEVA, AMMVEE, EPM Society and the AAEVT. We provide a quarterly print magazine that is mailed to all AAEP members and student members, non-AAEP equine and equine/mixed animal practitioners in the United States, and all AAEVT members (and the magazine is offered as a free PDF on our website for our other partner members). EquiManagement offers award-winning newsletters, the Disease Du Jour and The Business of Practice podcasts, blogs on business and research news, webinars and industry news.

The equine veterinary industry is at a critical point, and everyone involved needs reliable information from expert sources on the state of the industry and how to adapt. EquiManagement provides that information. The job of equine veterinarian is being re-created to reflect the current and future needs of the industry. Veterinarians, students, techs and others in the equine veterinary industry can stay abreast of these changes and challenges and stay in-tune with how colleagues are changing the practice of veterinary medicine to be more sustainable through the pages of EquiManagement magazine and our various digital and social offerings.

Kimberly S. Brown
Editor, EquiManagement
DEMOGRAPHICS

35%
40-50 years

34%
under 40 years

31%
over 60 years

55%
Female

45.6%
100% of Practice Devoted to Horses

36%
Practice Owner/Solo Practitioner

- 45% Male
- 21% have 75-99% of practice devoted to horses
- 22% are Associate Veterinarians
- 30% Pleasure/Farm Equine Practice
- 34% Operate Performance Equine Practice
- 10% Racing Equine Practice
- 14% Practice Owner/Partner

CAPTIVATING OUR READERS

TOTAL AUDIENCE REACH: 465,055+
ACROSS PRINT, ONLINE & SOCIAL

MAGAZINE: (quarterly plus special issues)
- 10,400 readership

WEBSITE:
- 340,910 users in 2021
- 37,274 average pageviews each month
- 59.6% male / 40.4% female users in 2021

EMAIL: (monthly)
- 2,140 EquiManagement Update
- 1,600 subscribers to Research Reports Newsletter

SOCIAL:
- 4,427 Facebook followers

Business Solutions for Equine Practitioners
SPRING 2023 AAEP Wrap-Up Issue
AD CLOSE: 02/17/23 • AD MATERIALS DUE: 2/21/23
MAILS: 3/21/23
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AAEP Resources Section
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EQUINE REHAB BASICS
Understanding Ultrasound
REGENERATIVE MEDICINE
Improving Your Practice’s Efficiency
WHITE LINE DISEASE
Cybersecurity
EMERGENCY COOPERATIVES
...AND MUCH MORE!