Established in 2008, this smart, lively site features multiple guest columnists and award-winning blog.

**Brain science to improve horse work.** Our fastest growing site.

*BestHorsePractices.com*
Balancing Sense & Science

Read by some of the world’s most accomplished horsemen and women.

Home to BHP Summit, an exciting new conference in Colorado.

**NickerNews.net**

Established in 2008, this smart, lively site features multiple guest columnists and award-winning blog.

*Utah Outsider*
A non-native explores the Beehive State

Outdoor recreation sites celebrate backcountry exploration, review gear, and highlight current issues.

*Colorado Outsider*
Exploration of a non-native

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**Quick Stats:**

250,000 Monthly page views

4,000+ Facebook fans

3,900+ Newsletter subscribers (40% open rate)

8% Average banner ad Click-Through rate

*** Newsletter open- & CT- rates are double industry average.***
Get to Know Our Loyal Readers

<table>
<thead>
<tr>
<th>Demographic Data</th>
<th>Upcoming Purchases</th>
</tr>
</thead>
<tbody>
<tr>
<td>While each site is expanding differently in its demographic and geographic reach, overall readers tend to be <strong>older, educated</strong> and <strong>decidedly outdoors-y</strong>.</td>
<td>Here’s a snapshot of purchases our readers make yearly:</td>
</tr>
<tr>
<td>Many visitors <strong>own horses</strong> and ride regularly; nearly all <strong>own dogs</strong>.</td>
<td>- Horse-related getaways &amp; vacations</td>
</tr>
<tr>
<td>Most <strong>travel often</strong> (with and without their animals).</td>
<td>- Tack and horse-related gear</td>
</tr>
<tr>
<td>NickerNews readers are roughly <strong>90 percent women, ages 30-60</strong>.</td>
<td>- Outdoor gear and clothing</td>
</tr>
<tr>
<td>BestHorsePractices, Horse Head, ColoradoOutsider &amp; UtahOutsider are <strong>equally men and women, ages 30-60</strong>.</td>
<td>- Truck- and trailer-related products</td>
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<tr>
<td></td>
<td>- Backcountry supplies (GPS, 1st aid, camping)</td>
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<td></td>
<td>- Barn supplies (buckets, rakes, insect-related, etc.)</td>
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<tr>
<td></td>
<td>- Riding and/or barn boots</td>
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<tr>
<td></td>
<td>- Dog supplies</td>
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</tbody>
</table>

Want to know more about our loyal base? Here’s a breakdown:

- **65% trail ride**
- **90% own dogs**
- **70% own more than one horse**
- **50% keep their horses at home or private facility**
- **70% are responsible for their own horse care, management and all purchases related to those responsibilities**
- **95% spend more than 15 hours a week outside, regardless of season**
- **50% have additional outdoor hobbies outside of horse riding**
- **65% have followed at least one of our sites for 5+ years**
Advertise with Cayuse Crest Communications

Our readers know that horseplay and outdoor time is serious business. Grab the attention of this Can-Do group across the entire Cayuse Communications platform of five sites with banner ads:

$1.25/day for two-month minimum or $400/year

Please contact us for further details.

Contact Us

Have a story for our readers? Interested in advertising? Have a product or service you’d like reviewed?

For editorial inquiries, please contact Maddy Butcher at info@besthorsepractices.com or call (207) 504-7837.

To find out more about how Cayuse Communications can help you reach your target demographic, contact Emily Luciano at emily@luckydeecommunications.com.

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About:

Founder & Publisher: Maddy Butcher


She is the author of A Rider’s Reader: Exploring Horse Sense, Science & Sentiment, and the director of the BestHorsePractices Summit, Inc.

Beyond Advertising

Want your message to be heard? Let us help you think outside the box!

Reviews: A low-cost, high-reward option. Give us your product to try and we’ll tell our readers all about it on our social media channels, in our weekly newsletter, and on our blogs.

Giveaways: Another low-cost, rewarding option. We can run your giveaway on our Facebook pages or blog, and promote across all channels.

Banner Ads: Looking for a longer commitment? Sign on for a year of banner ads. You’ll be featured weekly in our newsletter and get regular shout-outs in blog posts and articles.