

MEDIA KIT 2020



**BLACK REINS**  
**MAGAZINE**

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## ABOUT US

Black Reins Magazine was founded in 2013 by Stanford E. Moore of Literacy Moguls Publishing Company in Atlanta, GA. Although the magazine casts a spotlight on equestrians, cowboys, and Farm/Ranch enthusiasts of color, we strive to be a magazine that stands for inclusivity and diversity and feature stories from all of the English and Western disciplines in the equestrian world.

The mission of Black Reins Magazine is to inspire a global equestrian community through propelling features, diverse storytelling and immersive original content. Black Reins Magazine publishes four issues a year; spring, summer, fall and winter. Our readers are equestrians, cowboys and cowgirls, athletes, educators, and farmers/ranchers. They rely on Black Reins Magazine for editorial content that gives them a more diverse view of the equine world and motivates their equine and farming lifestyle on a personal, intellectual and professional level.





## ABOUT THE FOUNDER

Stanford E. Moore's love of horses began when he was a little boy growing up on a farm back in Ahoskie, North Carolina. His grandfather had two horses that he immediately fell in love with. The gelding, a black stallion named Stubby and a one-eyed grey mare named Snowball.

The horses were a significant part of his young life. While living on hundreds of acres, early morning farm work before and after school was a way of life. Fortunately, the two horses made it fun for Moore. Moore's grandfather, Buster "Bus" Moore, passed away when he was an early teen. As a result, the family sold all the livestock. The love of horses never left and Moore vowed when he was in a financial position to do so, he would own horses of his own.

After high school, Moore joined the Army, where he served for nearly four years. After returning home from Desert Storm, he studied Aero Science in college. After college, Moore moved to Raleigh, North Carolina to further his education and pursue an electrical engineering career.



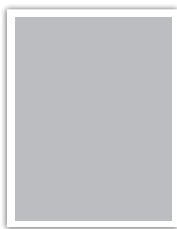


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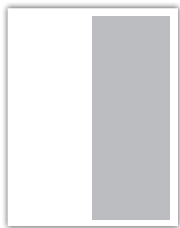


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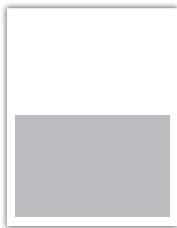


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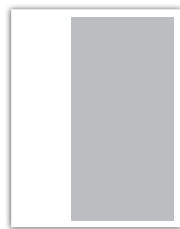


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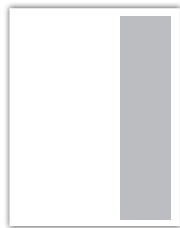
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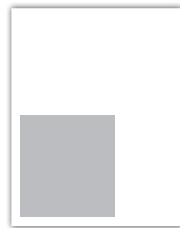


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## WHY ADVERTISE?

We are the only African-American publication in the country supporting equine culture, sports, events, and activities.

We publish four issues a year, spring, summer, fall, winter (gift issue).

We have the attention of African-American equine enthusiasts.

## OUR AUDIENCE

We have the attention of African-American equine enthusiasts.



**64%**  
WOMEN



**36%**  
MEN



**53%**  
24-44 YEARS

There are hundreds of African-American events supported around the country—from rodeos to shows to trail rides to the racing industry and farm and ranch.

While there has been a steady decline in African-American farm and ranch ownership and prominence in the equine industry since 1920, today there is an upswing of African-American horse enthusiasts. Black Reins Magazine is postured to expand this growth.





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