

## BRAND **MISSION**

*The Breakaway Roping Journal* provides professional coverage of the athletes, horses, gear and events driving the exponential growth in the sport of breakaway. The BRJ will employ the talents of leading ropers, trainers, breeders and industry leaders to explore the forces shaping the sport, while providing transformative instructional pieces and videos that will motivate breakaway ropers to better each aspect of their craft at every level.



## NOTE FROM OUR **EDITOR**



Welcome to our true passion project. The ladies behind *The Breakaway Roping Journal* have been toiling in this industry for years, writing about anybody who swings a rope. But that's usually meant the guys and occasional ladies of team roping, a sport that has helped propel the Western industry into

big business in the 21st Century. With much thanks to the explosion and model of team roping, the sport of breakaway roping has also grown. More dads had heel horses that could run and stop—perfect for their young daughters to borrow for the junior rodeos. More moms had the roping bug, too, ready to help their kids keep their tips down

and score sharp. And legends—Hall of Fame ladies who've persevered in this industry in good times and bad—pushed for more events, more schools, more ropers. And that all led to the thinking that breakaway roping is the new frontier, the next place to help grow the roping industry and empower ropers to strive for greatness in a new way.

## DEMOGRAPHICS

**77%**

More likely to watch a rodeo if breakaway roping is involved

**96%**

Own at least one horse, with 20% owning 9 or more

**60%**

Enter rodeos and breakaway roping at least monthly

**95%**

Has a daughter that breakaway ropes

**68%**

Breakaway rope and also compete in barrel racing

**29%**

Breakaway rope also compete in team roping

**20%**

Have a daughter that breakaway ropes

**34%**

Enter 1-4 breakaway jackpots per month

**38%**

Do not breakaway at rodeos

**51%**

spend more than \$500 or more each month on horse care, gear, fuel, vehicle expenses, hotel rooms, etc for breakaway roping

## CAPTIVATING OUR READERS



### CONTENT PILLARS



**TOTAL AUDIENCE REACH: 255,300+**  
ACROSS PRINT, ONLINE & SOCIAL

#### WEBSITE:

- 41,000+ pageviews each month
- 183,500+ users in 2022

#### EMAIL: (weekly)

- 1,400 monthly newsletter subscribers
- 600 third-party subscribers
- 42% open rate

#### SOCIAL:

- 14,000+ Facebook followers
- 29,700+ Instagram followers
- 17,500+ TikTok followers

#### PODCAST:

- 27,600 listens in first six months
- 600-1,000 listens per episode in Season 1