

EQUESTRIAN

the Seasons BUSINESS



Autumn inspiration

As the trade moves into one of its busiest spells, the autumn 2026 issue of **Equestrian Business** turns to the products, challenges and opportunities that shape sales as winter draws closer. Autumn is the season of preparation, and this issue is where the trade comes to plan for it.

Get involved...

Every issue of **Equestrian Business** is shaped by the people who make this trade what it is, and there's a place in it for you.

If you are a manufacturer, brand or wholesaler, the autumn issue puts your products in front of the buyers and decision-makers who stock the shelves, at exactly the moment they are planning their ranges for the season ahead. We can help you tell your product story in depth through display advertising, advertorial and digital promotion, built around the rhythms of the trade.

If you are a retailer, we want your voice. The most valuable content we carry comes from people who are actually doing the job. Whether you have a view on a category, a tip that has worked on your shop floor or a story the wider trade would recognise, we would like to hear it. Getting involved costs nothing and asks only that you share what you know.

If you work in the wider industry, as an expert, adviser, training provider or welfare organisation, your knowledge and comment sit naturally within our editorial mix and reach a professional readership ready to engage.

Whatever your role, let's work together to make this autumn a successful and supportive season for the whole trade. To find out more, get in touch or visit our website.

01953 850678 | editorial@equestrianbusiness.net
advertising@equestrianbusiness.net
www.equestrianbusiness.net



In our autumn issue...

OWNER / RIDER

- > **Hi-vis and after-dark safety** — as the clocks change and daylight shrinks, visibility becomes a genuine safety priority.
- > **Get a grip** — wet, muddy conditions make staying secure in the saddle harder than ever.
- > **Autumn on a budget** — cost-conscious kit for staying dry, warm and riding.



NUTRITION

- > **Forage fix** — the category that sells and keeps on selling.
- > **Supporting EGUS** — feed and supplement solutions for ulcer-prone horses.
- > **Feed fact file: magnesium** — science behind the supplement.
- > **Let's talk treats** — smart snacking for cold-weather reward routines.

STABLE / TURNOUT

- > **Winter-proof bedding** — one of the biggest seasonal spends of all.
- > **Pest control** — tackling rodents and stable pests before they take hold.

TACK / HORSEWEAR

- > **Rug round-up** — the headline purchase of the season.
- > **Tack room essentials** — sorting, repairing and replacing as routines move indoors.



HORSECARE

- > **Clipping essentials** — one of the busiest sales spells of the season.
- > **Seasonal hoofcare** — keeping feet sound through fluctuating moisture.
- > **Mud fever prevention** — the season's most predictable problem, and its most preventable.

HEALTHCARE

- > **Worming guidance** — encysted small redworm and tapeworm take centre stage.
- > **Busting bacteria** — clean yards, healthy horses and reliable repeat sales.
- > **Respiratory relief** — airway support as horses head indoors.
- > **The health shelf** — practical items the trade stocks before winter sets in.



RETAIL / TRADE

- > **Brands that have your back** — The manufacturers going beyond the sale to support the people who sell.
- > **From the shop floor** — retailers share what has really worked for them.
- > **Preparing for Q4** — timing, bundling and promotions for the year's biggest spell.