

EQUESTRIAN

the Seasons BUSINESS



Winter preparation

With winter settled in, the latest issue of *Equestrian Business* focuses on the products, advice and opportunities that matter throughout the colder months. It will also help the trade prepare for the season ahead and a strong start to 2027.



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 winter 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 winter a successful and supportive season for the whole trade.

To find out more, get in touch or visit our website.

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In our winter issue...

OWNER/RIDER

- > **Heated clothing** — useful innovation or expensive novelty?
- > **Wet-weather gear** — long riding coats and full waterproofs for the wettest weeks of the year.
- > **Safety from the start** — helping first-time riders choose hats, body protectors, footwear and other essential safety wear.

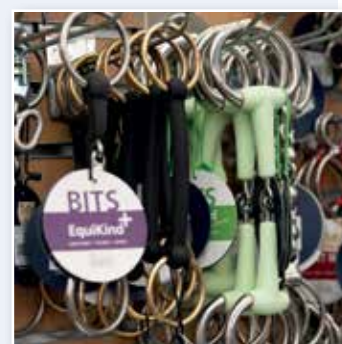


STABLE/TURNOUT

- > **Water works** — keeping water flowing when troughs and pipes freeze.
- > **Mud management** — gateways, tracks and hardstanding for the wettest months.
- > **Muck matters** — storage, removal and making better use of manure.

TACK/HORSEWEAR

- > **Girths explained** — materials, shapes, fit and new design developments.
- > **Bits and biting innovation** — new materials, changing designs and responsible guidance.
- > **Second-hand selling** — condition, safety, pricing and customer confidence.



HEALTHCARE

- > **Supporting mobility** — comparing supplement ingredients, topical products and heat therapy.
- > **Winter ailments and A&E** — common seasonal problems, useful products and when to call the veterinary surgeon.
- > **Stable enrichment** — toys, forage balls and slow feeders for horses spending longer indoors.

NUTRITION

- > **Feed fact file: vitamin E** — why it matters when fresh grass is in short supply.
- > **Balancing the winter diet** — filling the nutritional gaps left by poorer-quality forage.
- > **Feeding the veteran** — meeting the changing needs of older horses through winter.
- > **Protein explained** — helping customers understand quality, not just percentage.



RETAIL/TRADE

- > **Retail technology** — AI tools, online sales and systems that save time behind the counter.
- > **Planning for spring** — stocktaking and buying decisions made during the quieter weeks.
- > **Retailer spotlight** — a closer look at an independent business and how it has grown