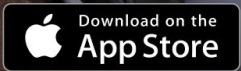


www.ridely.com



Your training partner

MEDIA KIT



# 01

## Introduction →

Ridely is the training partner for thousands of amateur riders each day, who are seeking to improve their skills.

# 02

## Benefits →

Interact with your future customers in a meaningful way, and measure what works and not.

# 03

## Contact →

Our team will help you put together the best solution for you. It's totally risk free to reach out and learn more!

# 04

## Features →

We help create the best possible visibility for your brand, based on your unique conditions.

# 05

## Statistics →

Our logged in users are engaged and keep coming back for more...

# 06

## Testimonials →

Don't take our word for it, hear it from our users directly!



Carl Hester



Charlotte Dujardin



Henrik von Eckerman



Ingrid Klimke



Andrew Hoy

ON RIDELY

# Olympic riders

Amanda Ross



Meredith Michaels Beerbaums



William Fox-Pitt



Yvonne Losos de Muniz



Gareth Hughes



ABOUT US

# Ridely, your training partner

Ridely says

Hello, 🙌

“Ridely is the digital training partner for equestrians on all levels. We help riders find new ways to improve and learn, get more out of each ride, and become the best rider they can be”.



Ingrid Sundqvist  
Founder/CEO



Helping 500k+ riders



DON'T MISS OUT

# Build a relationship with your ideal target audience.

Are you tired of spending a large amount of your advertising budget on traditional ads that are subject to banner blindness? Would you rather interact with your ideal audience in an inspiring and genuine way?

Partnering with Ridely places you in front of your ideal target audience, right in a place where they go to learn and gain inspiration, targeting them in a way that makes them want to engage with your brand.

Stop wasting valuable resources and join top brands such as Charles Owen, LeMieux and NAF as well as globally recognised organisations such as USEF and British Dressage to ensure you are reaching your future customers in the best possible way.

Join our partners



## PACKAGES

# Ridely can help you to **build engagement** and create a great experience for your brand

01

**Visibility in our thriving community groups** through posts, videos, giveaways and special offers - we tailor the setup to suit your brand.


02

**Get good reach through pre- and post-rolls in our popular videos**, either together with your sponsored riders or in another preferred setting.

03


**A bespoke content category** where you get lots of space to describe your brand in a way that creates real value for users.

Charles Owen



Charles Owen  
Helmet Standards  
Charles Owen

US Hunter/ Jumper/ Equitation



US Hunter/ Jumper/ Equitation  
The Clover Leaf  
Ronnie Andersen

In-hand work

13:11


The Ridely PRO Commu...

Team Ridely  
4/11/23

Did someone say GIVEAWAY?! 🎁🎁🎁

Charles Owen is world famous for raising the bar in safety. A leading British manufacturer of riding helmets

[Read more](#)



Sponsored by

NAF  
Nutritional Advanced Formulas


Shop

Training sessions

- 01 General Grooming  
Alan Davies • 2 Videos • 00:06:55
- 02 Mane and Tail Care  
Alan Davies • 2 Videos • 00:07:11
- 03 Plaiting like Alan Davies  
Alan Davies • 3 Videos • 00:17:15

Home Videos Activity Groups Settings

13:12



11:15

[Click Here to Shop at LeMieux!](#)

Getting a Square Halt with Carl Hester


Basic • Dressage

About this video

Carl Hester  
Trainer

Rider: Katherine Bateson-Chandler

14:01



Get it on charlesowen.com

Save

Introducing the Charles Owen HALO CGI

All levels • Charles Owen

About this video

Charles Owen  
Trainer

Introducing Halo. This helmet has a low and slim profile and a

Create activity

Home Videos Activity Groups Settings



# Expand your reach

Get your product in front of the right people with Ridely.

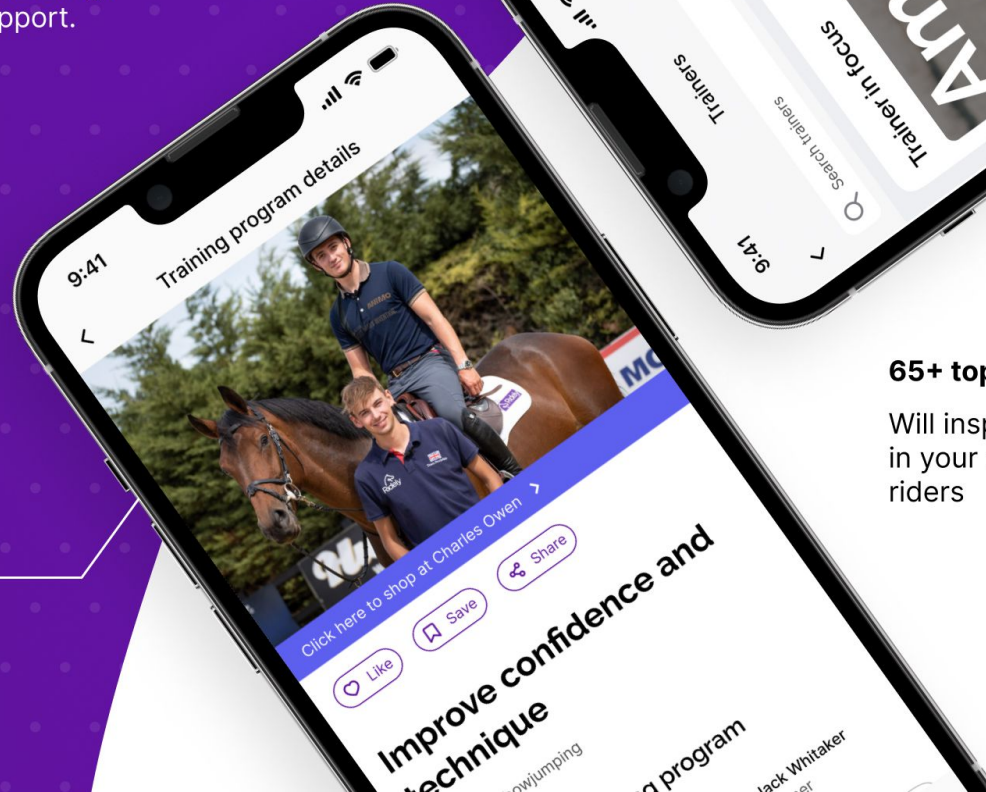
OUR APP

# About our product

Every day, Ridely helps thousands of riders on all levels to get more out of each ride. Hundreds of 5-star ratings show that our users really appreciate the support.

**Join structured training programs**

Reach a goal or solve a problem.



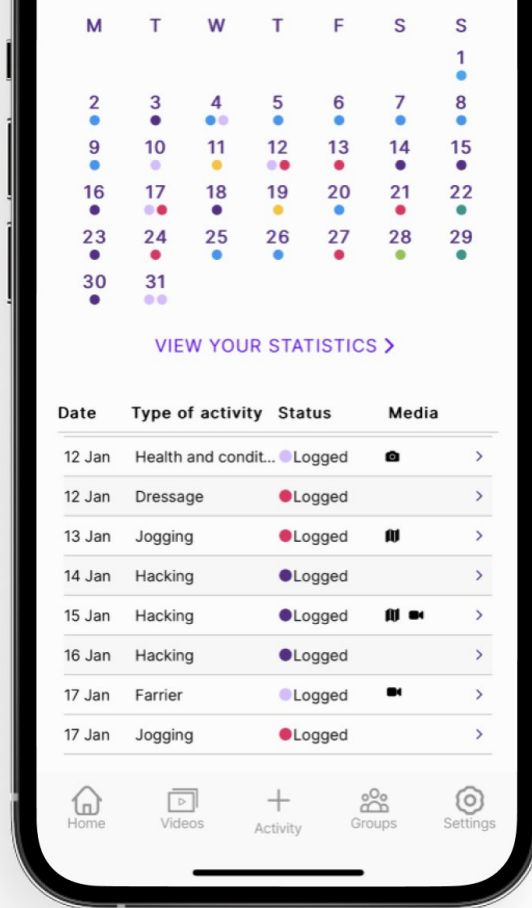
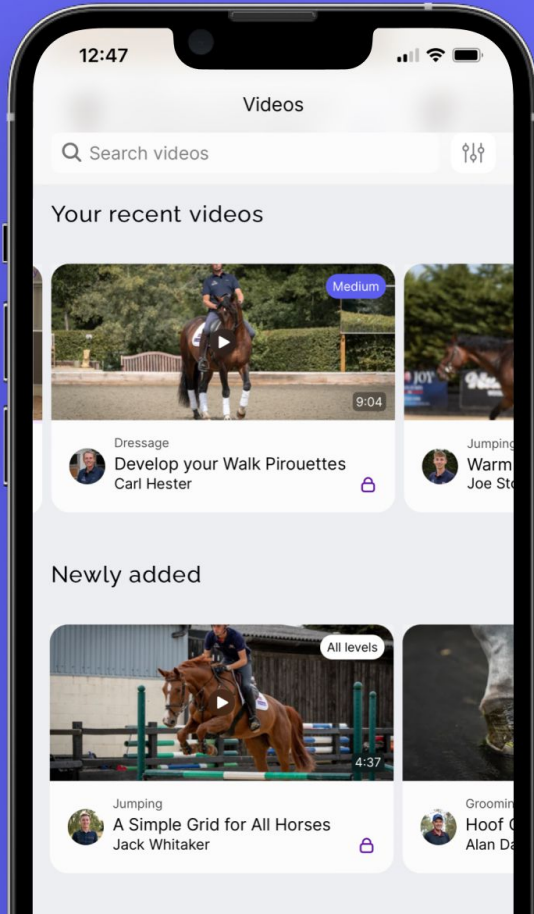
**65+ top trainers**

Will inspire you to take the next step in your riding, including 11 Olympic riders



## 400+ filmed riding exercises for all levels

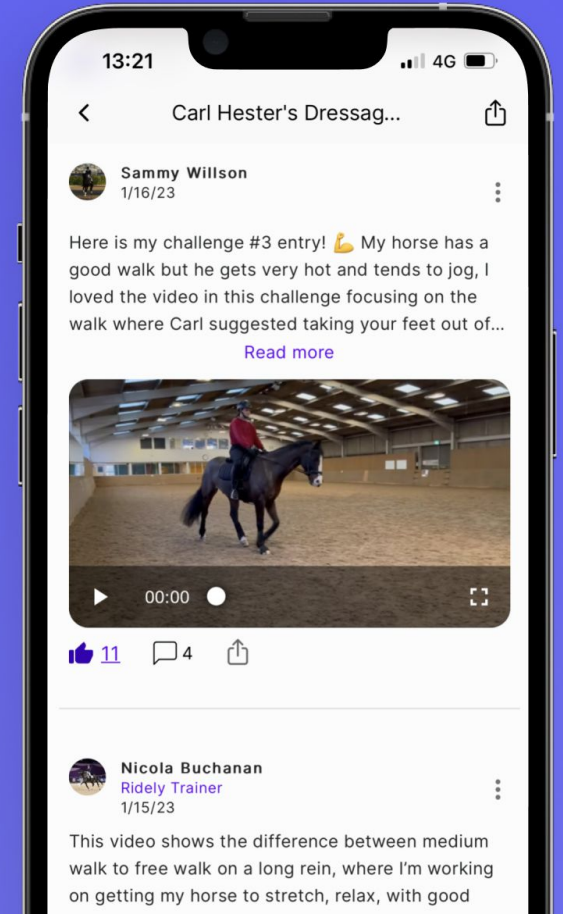
Dressage, Jumping, Eventing, Hunter/Jumper, Western, Grooming, Horsemanship, Sports psychology etc.



## A training calendar for equestrians

Plan and keep track of everything around your horse and share with a co-rider, trainer, horse owner or friend.

Community groups with real professional trainers and experts  
20k users are engaging in our thriving social groups.





OUR NUMBERS

# What we achieved

150k

Unique users in last 12 months

380k

Videos watched the last 12 months

34k

Followers on Instagram

5k

Followers on Tik-Tok

25k

Unique users per month

30k

Videos watched per month

9k

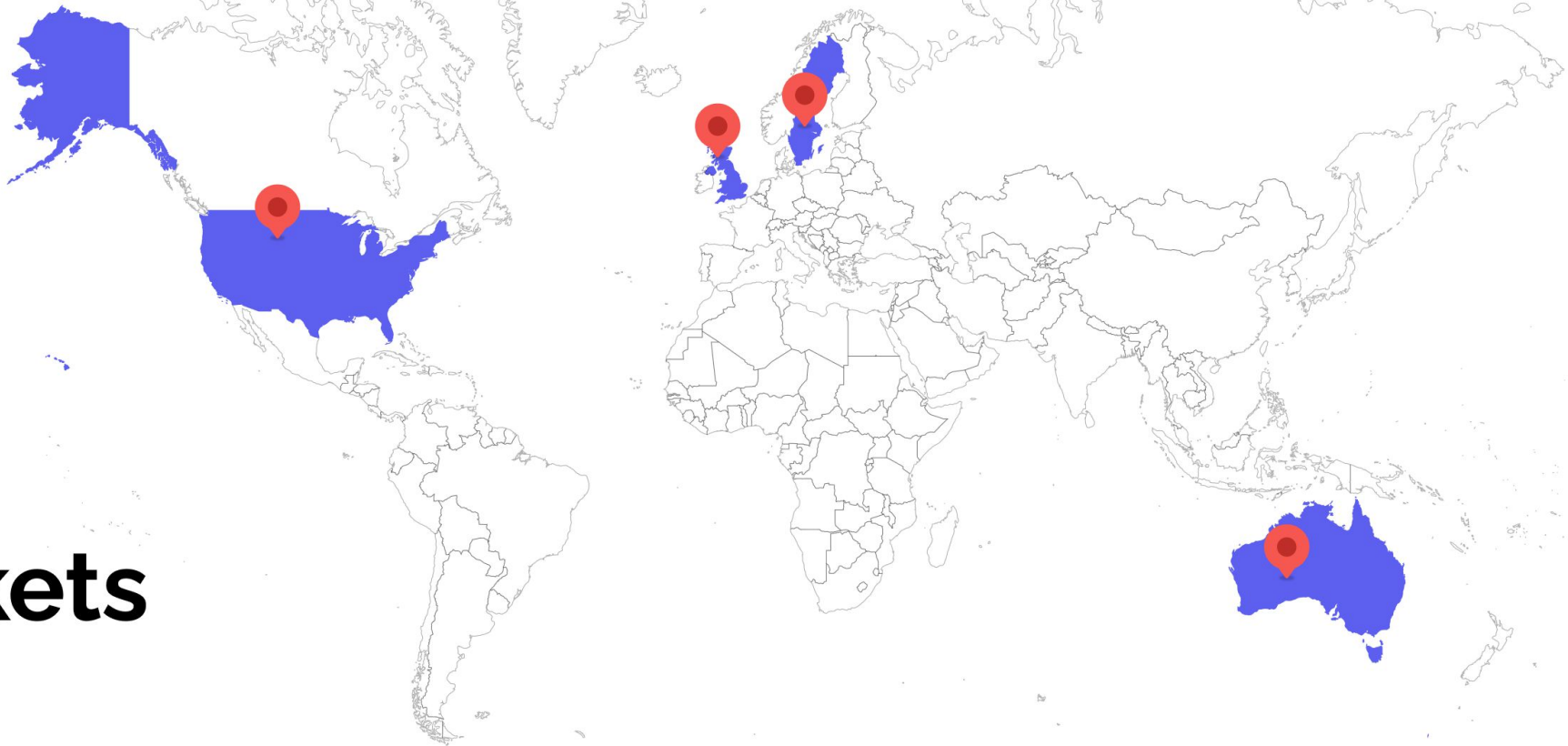
Followers on Facebook

100k+

Email List

OUR BUSINESS

# Core markets



UK

45 K users



USA

40 K users



SE

35 K users



AUS

15 K users

Users in 200+ countries

TESTIMONIALS

# What our users say about us

Ridely has helped thousands of riders improve their riding and gain confidence on and off the saddle.



“

“I love being able to manage my team of horses, follow our journey and learn from the best. When eventing, I need to be really structured with my training and management, Ridely makes this easy and enjoyable for our whole team.”



Hannah, 26 from Australia  
PRO since 2021

“

“I enjoy watching videos across almost all categories to keep the training of my OTTB varied and challenging. I'm very excited about the ex racehorse Training Program coming soon!”



Jayden, 24 from United States  
PRO since 2022

“

“The exercises in Ridely have helped me and my cob progress up the British Dressage levels from novice to now medium! there are always new videos to explore and challenges to participate in.”



Donna, 43 from England  
PRO since 2020

“

“I have been using the app for a while and it has been invaluable. I am able to track and log my rides, reach out to equestrian professionals when I've got a question relating to my riding, and have a variety of video tutorials at fingertips. The app is super easy to use and I highly recommend it to all equestrians.”



Kait, 26, from Australia  
PRO since 2022

CONTACT

# Get in touch

Learn more about the different options and get pricing alternatives



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