

# Young Rider

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## Shooting for Young Rider

- Age Appropriate: Young Rider is for kids ages 8-15.
- The average reader age is 13 and is mostly girls.
- Although we have many readers in the 8-11 age bracket, we generally prefer to photograph kids on the older end of our readership: 12 -18. (This is aspirational for the younger kids, and not too babyish for the older kids.)
- Diversity: Young Rider is striving to be inclusive to kids of all backgrounds. We would love to show more diverse-looking young riders where possible.
- All riders should be neat and tidy; horses clean and well-groomed.
- Safe horsemanship and horsekeeping practices are a must.
- Helmets are required for English riders and very much preferred for western riders where possible (but western hats are acceptable).
- While we are beginner-friendly, we want the young riders pictured in the magazine to set an example of good horsemanship to educate our readers. Just like at the barn, the more experienced kids help teach their peers.
- Covers: we are looking for photos that are less posed and show more natural interaction between horse and rider. We especially love photos that show kids having a great time riding and being with their horses in an authentic way. Capture the joy!

## Stock Photo Needs

- **Riding Camp:**
  - Kids should be in proper riding clothes and correctly fitted helmets in good condition.
  - Show typical camp activities including group lessons, trail rides and horseback games; grooming and tacking up, participating in general barn chores, such as feeding, cleaning tack, etc.
  - Making friends and barn BFFs having fun together. Show the camp experience.  
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  - **Showing: English & Western, plus show prep, grooming, horse care at the show and general show candid.** Outdoor arenas are preferred; we generally try to avoid using indoor arena shots.  
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  - **Riding Lessons** (kids lesson programs are also a great place to shoot camp photos)
  - **Schooling Basics** (English and Western): schooling all gaits (walk/trot/canter/halt); also practicing jumping, barrels, groundwork.  
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  - Trail riding/hacking outside the arena  
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  - **Seasonal Riding & Horse Care:** kids riding and caring for horses in winter and summer. Typical topics include blanketing, fly control, body clipping.
  - **Horse health:** vet visits, vaccinations, deworming, hoof care, first aid.
- **General Horse Care:** grooming, feeding/watering, cleaning stalls