



2024 Chagrin Hunter Jumper Classic MEDIA / MARKETING REPORT



Prepared by:



Yopko Penhallurick LLC
Marketing & Public Relations



Print/Online

- Geauga Maple Leaf**
[Emilia Effner on Her Way to Pony Finals in Kentucky | Geauga County Maple Leaf \(geaugamapleleaf.com\)](#)
 (August 1, 2024 Online)
- The News-Herald**
[Kahn, 18, wins top prize in Chagrin Hunter Jumper Classic](#)
 (July 17, 2024 Online)
 (July 20, 2024 Front Page Print)
- The Plaid Horse**
[New Hunter and Jumper Champions Crowned to Celebrate 75th Chagrin Hunter Jumper Classic](#)
 (July 18, 2024)
- Chagrin Valley Times**
 New champions crowned at 75th Chagrin Hunter Jumper Classic
 (July 18, 2024 Print)
- Cleveland.com**
[Moreland Hills' Campbell Kahn and riders from Fieldstone Farm shine at the Chagrin Hunter Jumper's Classic](#)
 (July 15, 2024)
 (July 18, 2024 Print)
- Chagrin Valley Times**
[Local Equine Veterinarian crafts creative practice in rehabilitation](#)
 (July 4, 2024 Print Page B5)
- Ohio Magazine**
[The Chagrin Hunter Jumper Classic Celebrates 75 Years](#)
 (July 2024)
- MSN.com**
[Chagrin Hunter Jumper Classic turns 75 with 8-day horse show in Bainbridge](#)
 (July 3, 2024 -The News-Herald coverage from Janet Podolak)
- Yahoo Sports**
[Chagrin Hunter Jumper Classic turns 75 with 8-day horse show in Bainbridge](#)
 (July 3, 2024 -The News-Herald coverage from Janet Podolak)



OHIO LIFE
The Chagrin Hunter Jumper Classic Celebrates 75 Years
The roots of this Ohio horse-jumping competition stretch back decades, and this year marks an important milestone for the historic event.

- Currents**
Chagrin Hunter Jumper Classic expands Riders with Disabilities show
[Currents: May 16, 2024 issue by currentsneo.com](#)
 (May 16, 2024 Page C2)

- Plaid Horse**
The Plaid Horse May 2024 - The Young Horse Issue by The Plaid Horse
 (May/June 2024 Pages 204-205)

- Geauga Maple Leaf**
Chagrin Valley Farms Jumping to Pony Club Status
 (April 24, 2024)

- Cleveland.com**
You'll go over the moon for post-eclipse sky-watching fun: Valley Views
 (April 14, 2024 Online)

- Ohio Traveler**
Chagrin Valley Jumper Classic
 (April 2024)

- Farm and Dairy**
Entry for Chagrin Hunter Jumper Classic opens May 1 - Farm and Dairy
 (March 28, 2024)

- Cleveland Jewish News**
Schneider reflects last eight years as mayor of Gates Mills
 (January 29, 2024)

Chagrin Hunter Jumper Classic expands Riders with Disabilities show



Seasoned carriage driver Brian Tobin will return to the Chagrin Hunter Jumper Classic Riders with Disabilities Show on July 6. He has competed in the horse show for more than a decade. Photograph by Frank Gaurty

Since 1990, the Chagrin Hunter Jumper Classic has collaborated with Faldstone Farm Therapeutic Riding Center in Northbridge to organize horse shows for riders with disabilities. These riders are known as Riders with Disabilities Show. The show is organized in other local therapeutic riding centers which are expected to hold similar shows next when the show begins in 2024 at the Knight Valley Farm in Northbridge. The public is invited to share them on.

Seasoned carriage driver Brian Tobin will return to the Chagrin Hunter Jumper Classic Riders with Disabilities Show on July 6. He has competed in the horse show for more than a decade. Photograph by Frank Gaurty

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Chagrin Hunter Jumper Classic

Home of North America's First Grand Prix

LOOKING BACK AT THE 2023 WINNER'S CIRCLE

CONGRATULATIONS TO ALL THE WINNERS AND ALL THE PARTICIPANTS WHO MADE THIS ANOTHER GREAT YEAR FOR THE CHAGRIN HUNTER JUMPER CLASSIC!

CHAGRIN HUNTER JUMPER CLASSIC TIMELINE

1989 - The first Chagrin Hunter Jumper Classic was held at the Chagrin Valley Farm in Northbridge, Ohio. It was a one-day event featuring a variety of classes for all ages and skill levels.

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2014 - The show was held at the Chagrin Valley Farm in Northbridge, Ohio. It was a one-day event featuring a variety of classes for all ages and skill levels.

2015 - The show was held at the Chagrin Valley Farm in Northbridge, Ohio. It was a one-day event featuring a variety of classes for all ages and skill levels.

2016 - The show was held at the Chagrin Valley Farm in Northbridge, Ohio. It was a one-day event featuring a variety of classes for all ages and skill levels.

2017 - The show was held at the Chagrin Valley Farm in Northbridge, Ohio. It was a one-day event featuring a variety of classes for all ages and skill levels.

2018 - The show was held at the Chagrin Valley Farm in Northbridge, Ohio. It was a one-day event featuring a variety of classes for all ages and skill levels.

2019 - The show was held at the Chagrin Valley Farm in Northbridge, Ohio. It was a one-day event featuring a variety of classes for all ages and skill levels.

2020 - The show was held at the Chagrin Valley Farm in Northbridge, Ohio. It was a one-day event featuring a variety of classes for all ages and skill levels.

2021 - The show was held at the Chagrin Valley Farm in Northbridge, Ohio. It was a one-day event featuring a variety of classes for all ages and skill levels.

2022 - The show was held at the Chagrin Valley Farm in Northbridge, Ohio. It was a one-day event featuring a variety of classes for all ages and skill levels.

2023 - The show was held at the Chagrin Valley Farm in Northbridge, Ohio. It was a one-day event featuring a variety of classes for all ages and skill levels.


2024 - The show will be held at the Chagrin Valley Farm in Northbridge, Ohio. It will be a one-day event featuring a variety of classes for all ages and skill levels.

Schneider reflects on last eight years as mayor of 'sleepy village'

SERVING GATES MILLS FOR 28 YEARS

ABIGAIL PREISZIG
 apreiszig@cjn.org Posted Jan 29, 2024 at 8: 30 AM Updated Jan 31, 2024 at 4: 28 PM

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 apreiszig@cjn.org Posted Jan 29, 2024 at 8: 30 AM Updated Jan 31, 2024 at 4: 28 PM



Karen Schneider served the Village of Gates Mills for 28 years, including the last eight as mayor. C/JN Photo / Abigail Preiszig

Broadcast

- **Spectrum/Community Focus
DSANEO Something Extra Show**
Interview with Maureen Foster, Katherine Devonshire and Katherine's mother Cheryl Devonshire

<https://mycommunityfocus.app/programs/extraaug2024>
(Episode Aired August 2024 on Spectrum Channel 1021 in: Aurora, Twinsburg, Macedonia, Northfield Ctr Twp., Sagamore Hills and Reminderville.)

[Something Extra August 2024](#)
(Posted August 2024 on DSANEO YouTube Page)

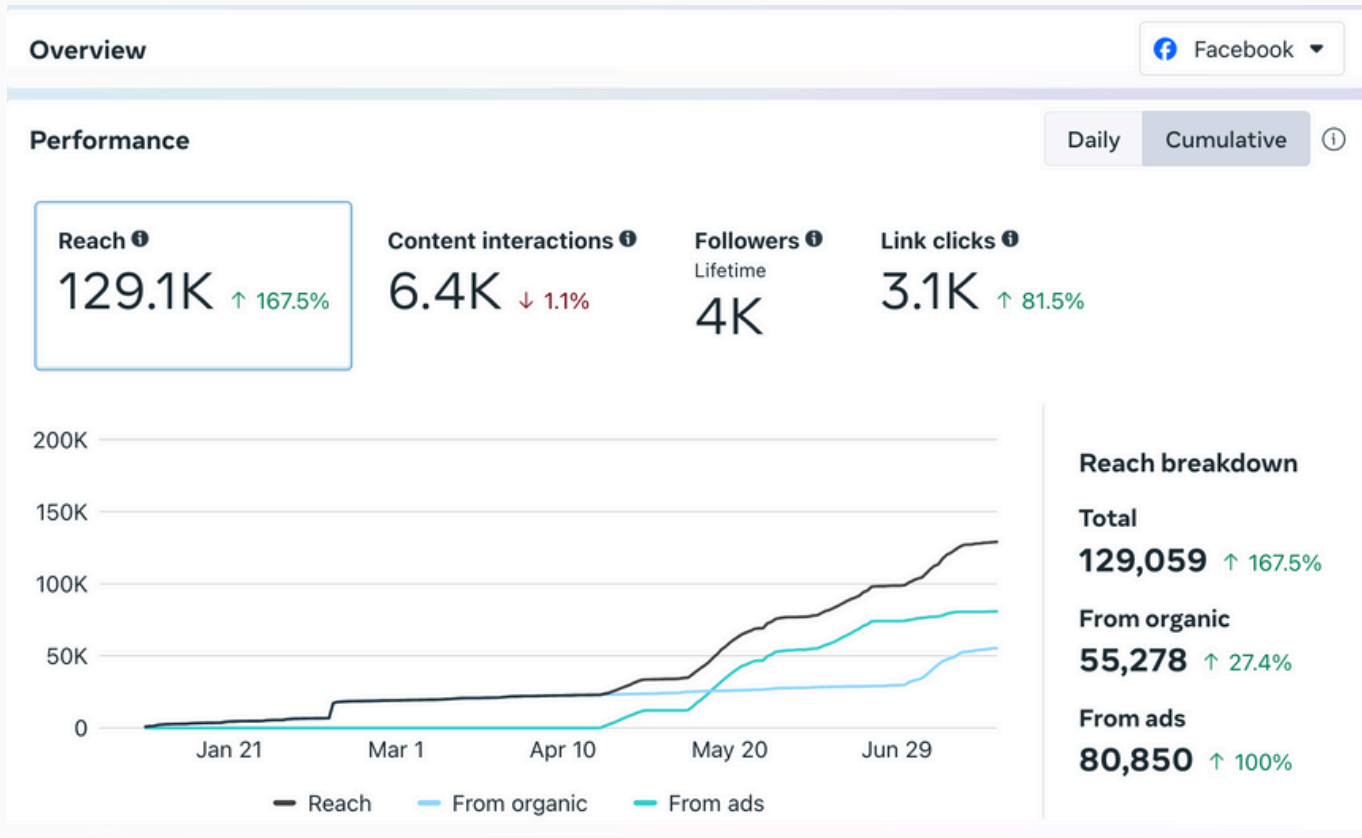


Event Listings

- **Ohio Hunter Jumper Association**
[2024 Show Calendar Archives](#)
- **USHJA**
[USHJA](#)
- **US Equestrian**
[Competition Search](#)
- **News Herald Event Listing**
[Happenings — what's coming up in Northeast Ohio starting April 26](#)
(April 26, 2024)
- **Morning Journal Event Listing**
[Happenings — what's coming up in Northeast Ohio starting April 26](#)
(April 26, 2024)
- **Horse Shows Online**
[Show Selector](#)
[CHAGRIN HUNTER JUMPER CLASSIC](#)
- **Morning Journal Event Listing**
[Happenings — what's coming up in Northeast Ohio starting Jan. 19](#)
(January 19, 2024)
- **News Herald Event Listing**
[Happenings — what's coming up in Northeast Ohio starting Jan. 12](#)
(January 12, 2024)

Social Reach Comparison

2024 vs 2023



Facebook Reach breakdown for **2024 (so far)**. **129k total** reach across our Facebook page (55,278 organic, 80,850 reach from paid ads.) Compared to **2023** from Jan 1 - July 23rd with a **total reach of 42k**. **We have tripled our reach.**

Social Reach Comparison

June 1 - July 23 2023 vs 2024

Ad account: Mandy Lee 6002204332178

Jun 1, 2024 - Jul 23, 2024

Overview

Facebook

Performance

Daily Cumulative

Reach

69.3K ↑ 16.3%

Content interactions

4.1K ↑ 363.1%

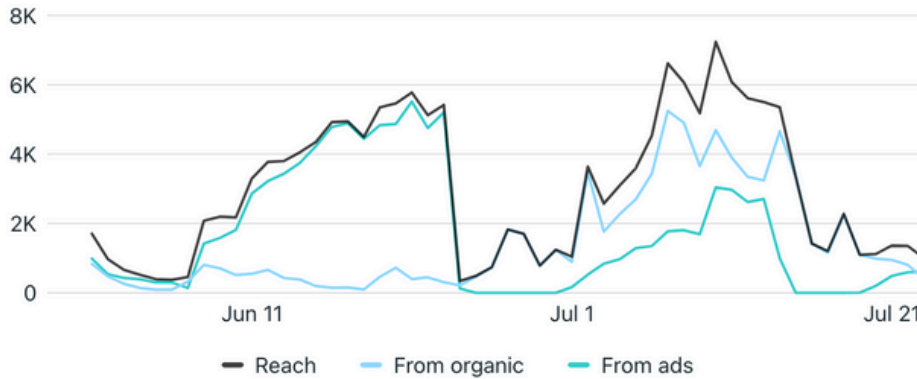
Followers

Lifetime

4K

Link clicks

1.6K ↑ 17.2%



Reach breakdown

Total

69,267 ↑ 16.3%

From organic

34,991 ↑ 336.6%

From ads

38,962 ↓ 26.3%

Social Top Content

All content










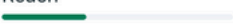

Posts and Stories

Media type

Filter

Clear

Search by ID or caption

	Title		Date published ↑↓	Reach ⓘ ↓
<input type="radio"/>	 Promoting website: http://www.chagrinhunt...	Boost unavailable	Fri May 10, 8:36pm	25.5K Reach 
<input type="radio"/>	 Promoting website: http://www.chagrinhunt...	Boost unavailable	Sat Apr 20, 1:42pm	16.7K Reach 
<input type="radio"/>	 Promoting website: http://www.chagrinhunt...	Boost unavailable	Fri May 10, 9:14pm	15K Reach 
<input type="radio"/>	 Promoting website: https://chagrinhunterju...	Boost unavailable	Fri May 10, 9:03pm	12K Reach 
<input type="radio"/>	 Post: "Joining us for National Rated Week J..."	Boost unavailable	Tue Jun 11, 10:00am	9.3K Reach 
<input type="radio"/>	 Post: "The CH IC show kicks off with Oneni"			8.9K

Top content formats

Export

Published content ⓘ

Based on up to 200 pieces of content

+16.9% vs. Jan 1, 2023 - Dec 31, 20...

Photos  174

Links  11

Reels  9

Videos  4

Stories  4

Text  2


Facebook reach ⓘ

+167.5% vs. Jan 1, 2023 - Dec 31, 2...

Links  75,994

Photos  41,691

Others  23,371

Multi photo  9,372

Reels  2,304

Text  1,211

Videos  820


Multi media  1

Content interactions ⓘ

-1.1% vs. Jan 1, 2023 - Dec 31, 2023

Photos  3,930

Links  1,564

Multi photo  586

Reels  159

Others  54

Videos  50

Text  23

Stories  12

Facebook Demographics



Top cities

Chagrin Falls, OH



Cleveland, OH



Chardon, OH



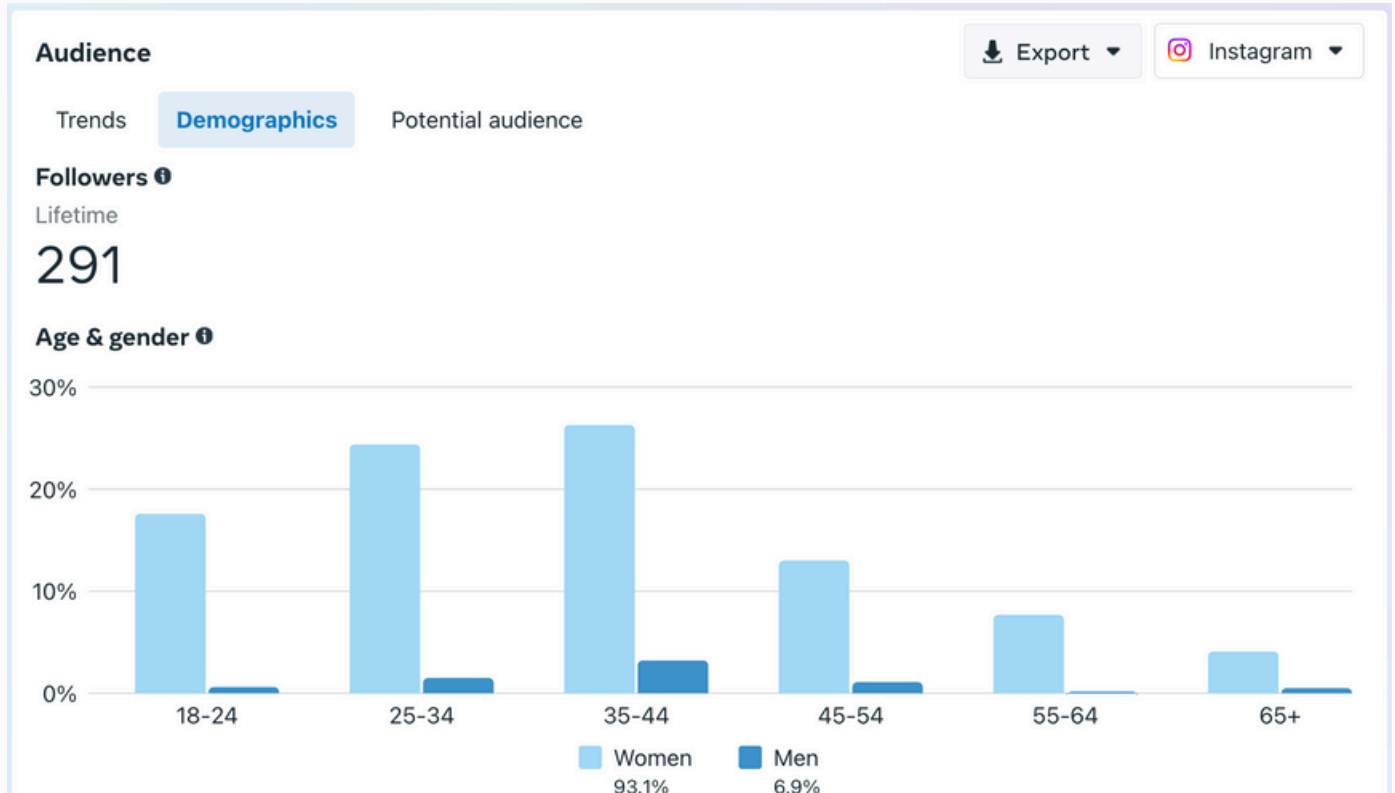
Mentor, OH



Akron, OH



Instagram Demographics



Top cities

South Russell, OH



Hudson, OH



Newbury, OH



Sharon Center, OH



Mayfield Heights, OH



Instagram Page Insights

Ad account: Mandy Lee 6002204332178

This year: Jan 1, 2024 - Jul 23, 2024

Overview

Instagram

Performance

Daily

Cumulative



Reach

16.7K ↑ 100%

Content interactions

3.1K ↑ 100%

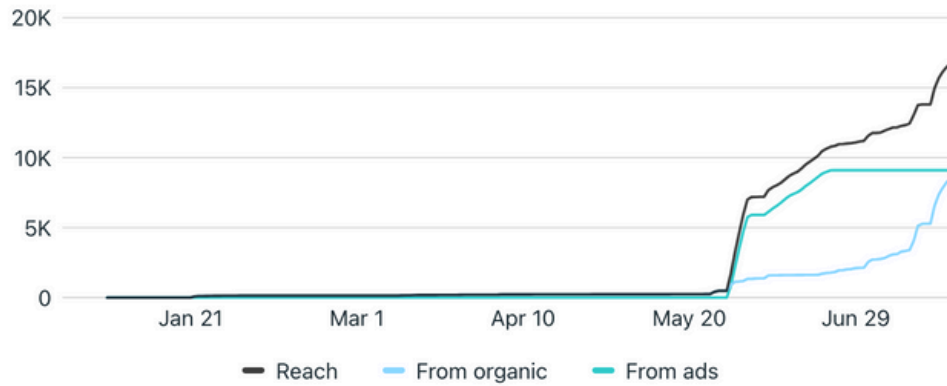
Followers

Lifetime

291

Link clicks

197 ↑ 100%



Reach breakdown

Total

16,700 ↑ 100%

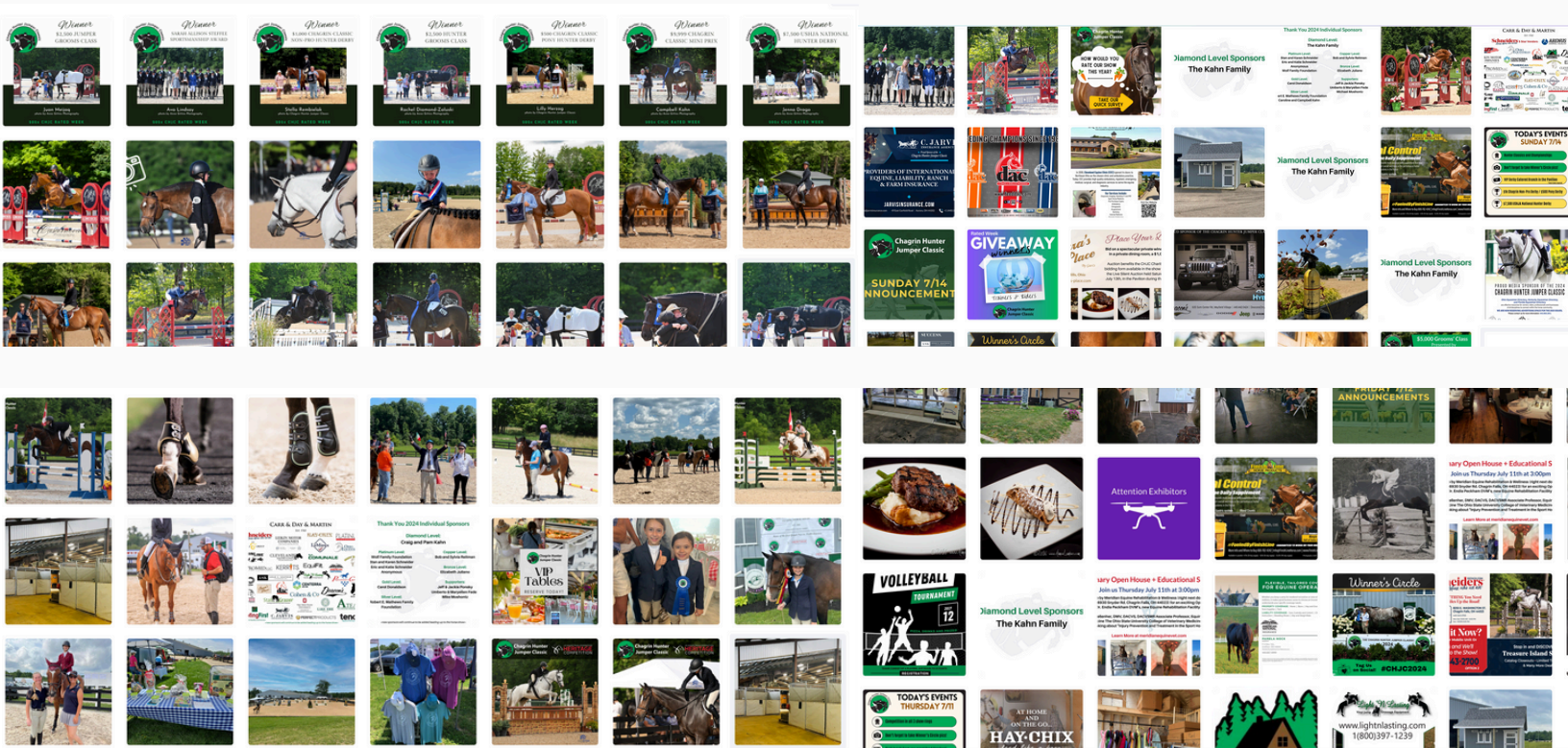
From organic

8,455 ↑ 100%

From ads

9,102 ↑ 100%

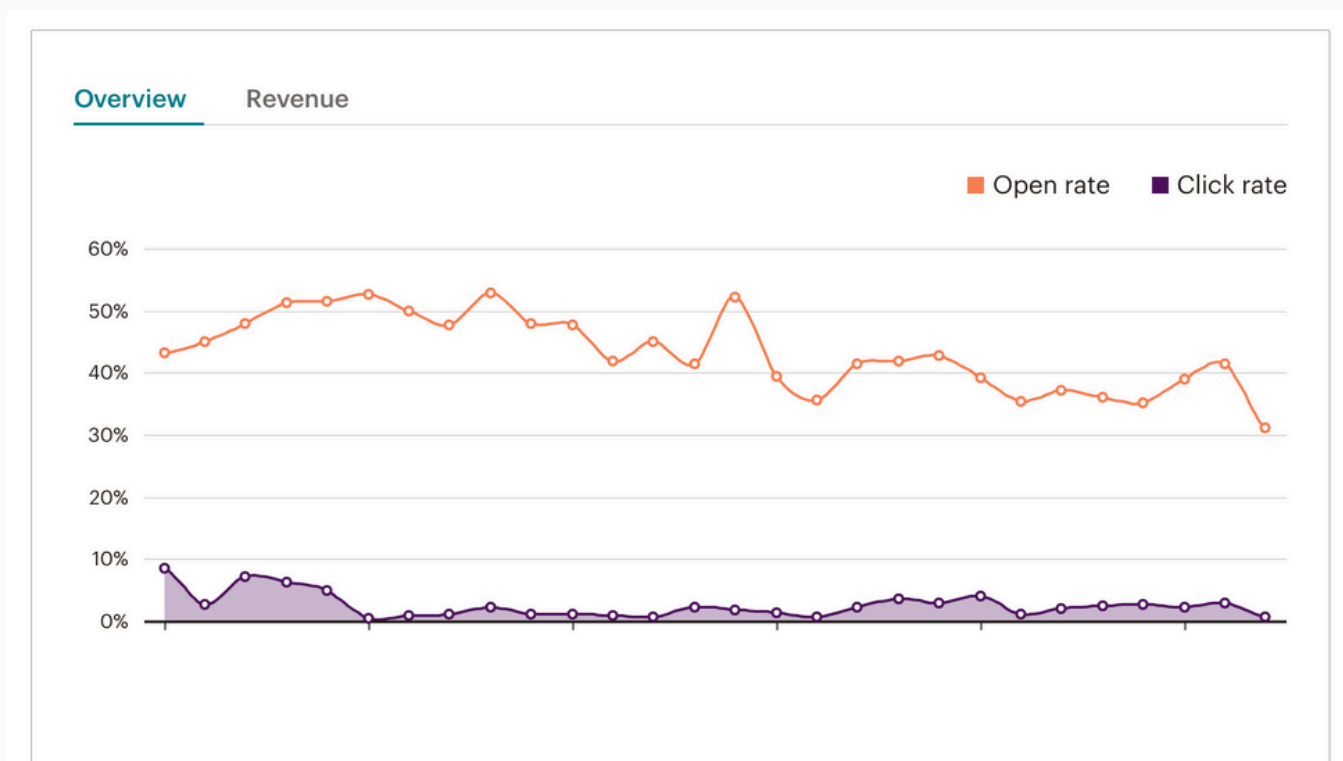
Creative / Content



[Go to Facebook Page](#)

[Go to Instagram Page](#)

E-Mail Campaigns



E-mail campaigns, eNews, and eNewsletters were greatly increased for 2024. In **2023 we sent out apx 6** e-mail campaigns from March - July. In **2024 we have sent out 23, with a total count so far of 62k** e-mails that have been sent from our database (average of 2,700 e-mails per campaign). Our average **open rate in 2024 is 45.39%** (ranging from 31% to 52.6%). Our **click rate averages 2.4%** (ranging from 0.6 to 4.1)

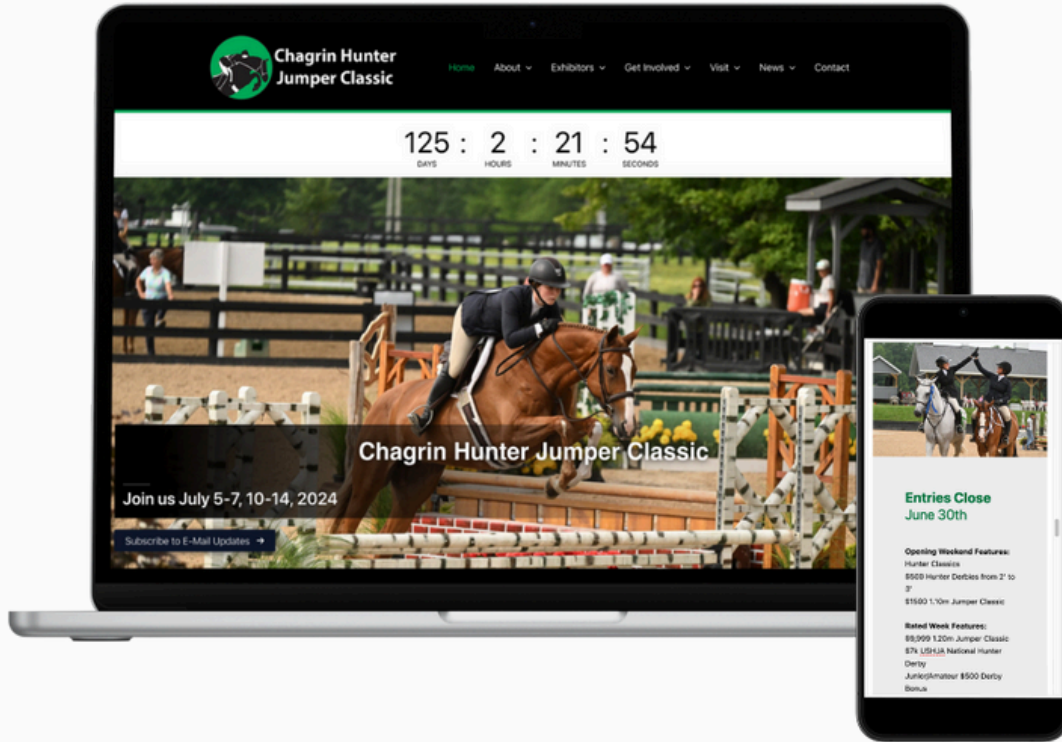
Digital/Print Show Program



[View Digital Program](#)

Digital and print show program was designed and printed with an online digital version distributed online. Some ads were created for sponsors that did not have ads or needed creative.

New Website



[View CHJC Website](#)