

RACE

THOROUGHBRED RACING IN QUEENSLAND MAGAZINE

2017 MEDIA KIT



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WELCOME TO RACE MAGAZINE

With a current circulation of close to 3,150, and subscriptions going to readers across Queensland, as well as interstate and overseas, can you afford not to be seen in *RACE Magazine*?

Published since 1886, *RACE Magazine* has become the Queensland racing industry's number one communication tool. Working directly with Racing Queensland, the magazine has become a trusted 'must-read' publication for industry stakeholders for its coverage on the latest racing news, views and, most importantly, the information in relation to all up and coming races in Queensland.

RACE Magazine also keeps readers abreast of the newest racing initiatives, legislations and developments. The magazine reaches the top tier of the industry, including trainers, jockeys, race clubs, owners and breeders. We have an unrivalled intimacy with the industry and have worked hard since the magazine's inception to maintain this trust with our readership.









The RACE Magazine is a vital tool in my business and continues to occupy pride of place on my office desk"

- Robert Heathcote - Trainer of Buffering, Queensland Horse of the Year











"The RACE Magazine is an integral part of Magic Millions advertising strategy, especially in Queensland. It allows us to showcase upcoming events and deliver key messages to owners, trainers and breeders throughout the state. This high end publication is the leading resource for the most up to date industry news and is a must read each month".

- Val Hayward
- Marketing Manager Sales, Magic Millions



RACE MAGAZINE

FEATURES

FEB

COUNTRY CUPS

Country Cups are the lifeblood of many regional towns and have become so much more than just an annual day at the races. This feature will showcase a bucket list of some of Australia's most iconic country cups.

- Country cups
- Organised tours
- Accommodation & entertainment

DEADLINE: JAN 6, 2017

MAR

YEARLING SALE PREVIEW

The March Magic Millions Sale is a proven source of top quality racehorses. Graduates of past sales include Buffering, Spirit Of Boom, Tinto and Jumbo Prince. This feature will preview this years sale.

- Alphabetical collection of all participating vendors
- Yearling transport
- Insurance
- Breakers

DEADLINE: FEB 7, 2017

APR

PERFORMANCE PRODUCTS & RACING SUPPLIES

With the pinnacle of Queensland racing, the Winter Racing Carnival just around the corner, trainers are looking for the competitive edge so we'll be showcasing the best of the following:

- Racing feeds & supplements
- Performance products
- Training aids & raceday gear
- Jockey equipment

DEADLINE: MAR 7, 2017

MAY

WINTER RACING CARNIVAL

Industry participants from near and far descend on SEQ for the Winter Carnival. This feature brings together all the fun and exciting things Queensland has to offer during this period including:

- Race day packages
- Accommodation
- Entertainment & restaurants
- Fashion

DEADLINE: APR 7, 2017

JUN/JUL/ AUG/SEP

STALLIONS & BREEDING SERVICES

Promote your stallions stud/race record to broodmare owners in this Stallions & Breeding Services Feature. Other products and services we'll feature include:

- Stallions
- Reproduction products & services
- Mare & foal feeds & supplements
- Breeding Stock Insurance

DEADLINES:
JUN: MAY 8, 2017 JUL: JUN 7, 2017
AUG: JUL 7, 2017 SEP: AUG 7, 2017

OCT

FEED & SUPPLEMENTS

As elite athletes, racehorses must be kept in the best condition possible in order to win races. This feature aims to educate trainers and owners on the best products available to help keep their horse in top shape. Products we'll look at include:

- Racing feeds & supplements
- Nutritional products for breeding stock

DEADLINE: SEP 7, 2017

NOV

BLOODSTOCK SALES AND SERVICES

In this feature we look at thoroughbred sales from around the Nation and Overseas. We also look at other sales platforms and bloodstock services.

- Sales
- Auction houses
- Insurances
- Bloodstock agents

DEADLINE: OCT 6, 2017

DEC

HEALTHY HORSES

Racehorses need to be kept happy and healthy to win races, and this feature is dedicated to the best products and services that are designed to do just that including:

- Veterinary services
- Health products
- Feed & supplements
- Rehabilitation services

DEADLINE: NOV 7, 2017

JAN 2018

MAGIC MILLIONS

January's Magic Millions Sale plays host to all of Australia's major industry participants from local and interstate trainers, owners and breeders, to buyers from Hong Kong, Macau and New Zealand. Some businesses featured will include:

- Vendors & studs
- Exhibitors & sponsors
- Accommodation & entertainment
- Transport & insurance

DEADLINE: DEC 4, 2017

RACE MAGAZINE

RATES & SPECS

AD RATES 2017

all prices are per issue and exclude GST

FULL COLOUR	CASUAL	3 ISSUES	6 ISSUES	12 ISSUES
Double page spread	$2,990	$2,840	$2,690	$2,540
Full page	$1,725	$1,630	$1,550	$1,460
Half page	$975	$925	$880	$830
Third page	$825	$780	$740	$700
Quarter page	$570	$540	$515	$486
PREFERRED POSITION	**CASUAL**	**3 ISSUES**	**6 ISSUES**	**12 ISSUES**
Gatefold Blockbuster (4 pages)	POA			
Inside front cover double page spread	$3,345	$3,180	$3,010	$2,845
Outside back cover	$2,070	$1,960	$1,860	$1,750
Program summary strip	$310	$295	$280	$270
Eighth of a page program	$310	$295	$280	$270
Eighth of a page jockey (black and white)	-	$150	-	-
Eighth of a page jockey (Colour)	-	$200	-	-
Other preferred positions	+10%			
INSERTS	**PRICE**			
(Maximum size for inserts: 210mm wide x 297mm high)				
One page (2 sides)	$1,250			
Two page (4 sides)	$1,525			
TRADE DIRECTORY	**COLOUR**	**MONO**		
(Ad runs for 12 months at the below price)				
55mm x 1 column	$775	$650		
75mm x 1 column	$1,050	$880		
55mm x 2 column	$1,300	$1,090		
75mm x 2 column	$1,780	$1,485		

Plus $100 for a 12 month subscription to RACE Magazine

DEADLINES

ISSUE	DEADLINE
FEBRUARY	JAN 6
MARCH	FEB 7
APRIL	MAR 7
MAY	APR 7
JUNE	MAY 8
JULY	JUN 7
AUGUST	JUL 7
SEPTEMBER	AUG 7
OCTOBER	SEP 7
NOVEMBER	OCT 6
DECEMBER	NOV 7
JANUARY 2018	DEC 4

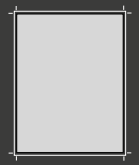


ADVERT DIMENSIONS



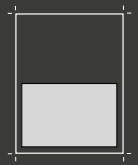
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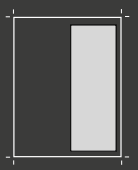
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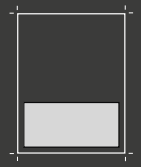
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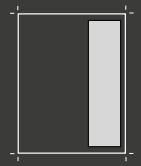
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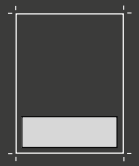
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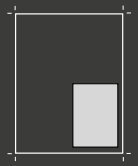
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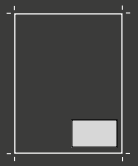
QUARTER PAGE HORIZONTAL

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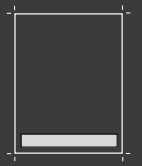
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PROGRAM SUMMARY STRIP

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