

MEDIA KIT 2021

RACE

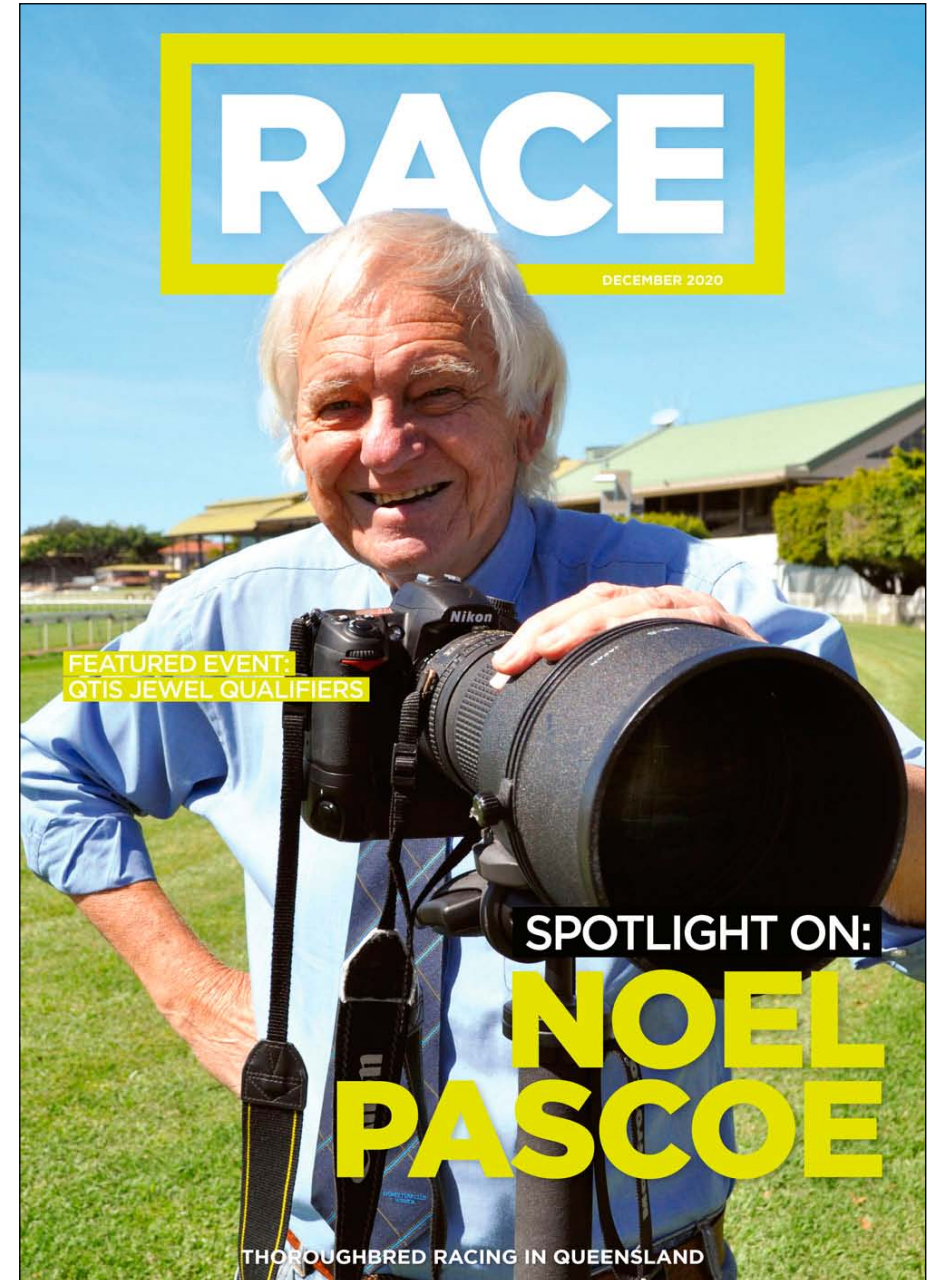
THOROUGHBRED RACING IN QUEENSLAND

THE MAGAZINE PUBLISHING COMPANY

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WELCOME TO RACE



TESTIMONIALS

"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*

"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 Hall of Fame
Inductee*



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?

In addition to our printed magazine we also distribute a digital version of magazine to 4,109 readers; our digital magazine on average achieves page views of 158,608 per issue..

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.

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 11, 2021

MAR

YEARLING SALE PREVIEW

The Magic Millions Sale and CQTBA Capricornia Yearling Sale feature predominantly Queensland bred yearlings – perfect for the lucrative QTIS Bonus scheme in Queensland.

This feature will preview these sales.

- Alphabetical collection of all participating vendors
- Transport
- Insurance
- Breakers

DEADLINE: FEB 8, 2021

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 8, 2021

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, 2021

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 7 JUL: JUN 7
AUG: JUL 7 SEP: AUG 6**

OCT

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: SEP 7, 2021

NOV

BUSINESS SOLUTIONS

Running a successful business can be a 24/7 job and a hard task at the best of times. So in this issue we will look at ways to streamline operations and make life a little easier.

- Software and technology
- Insurance
- Accounting
- Legal services

DEADLINE: OCT 7, 2021

DEC

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: NOV 8, 2021

JAN '22

BLOODSTOCK SALES & SERVICES

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

- Auction houses
- Sales
- Insurances
- Bloodstock agents

DEADLINE: DEC 3, 2021

AD RATES 2021

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 page program	\$310	\$295	\$280	\$270
Eighth page jockey (black & white)	-	\$150	-	-
Eighth page jockey (colour)	-	\$200	-	-
Other preferred positions	+10%			


INSERTS	CASUAL
Maximum size for inserts: H 297mm X W 210mm	
One page (2 sides)	\$1,250
Two page (4 sides)	\$1,525

TRADE DIRECTORY	COLOUR	MONO
55mm x 1 column (45mm)	\$775	\$650
75mm x 1 column (45mm)	\$1,050	\$880
55mm x 2 column (90mm)	\$1,300	\$1,090
75mm x 2 column (90mm)	\$1,780	\$1,485

Trade Directory ad runs for 12 months at this price

PLUS \$100 for a 12 months subscription to RACE magazine

AD DIMENSIONS



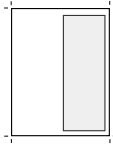
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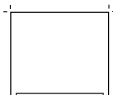
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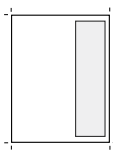
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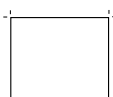
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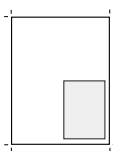
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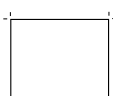
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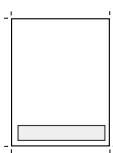
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QUARTER PAGE VERTICAL
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EIGHTH PAGE
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PROGRAM SUMMARY STRIP
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DEADLINES

ISSUE	DEADLINE
FEBRUARY	JAN 11
MARCH	FEB 8
APRIL	MAR 8
MAY	APR 7
JUNE	MAY 7
JULY	JUN 7
AUGUST	JUL 7
SEPTEMBER	AUG 6
OCTOBER	SEP 7
NOVEMBER	OCT 7
DECEMBER	NOV 8
JANUARY '22	DEC 3

RACE
 RATES & SPECS 2021

