



# Media kit 2026

## THE MAGAZINE PUBLISHING COMPANY

Ground Floor, 33 Nundah St, Nundah Qld 4012  
PO Box 406, Nundah Qld 4012

**P:** 07 3866 0000

**E:** [info@tmpc.com.au](mailto:info@tmpc.com.au)

**W:** [www.tmpc.com.au](http://www.tmpc.com.au)



# Welcome to

## Profile

With a distribution including readers right across Queensland, as well as interstate and overseas, can you afford not to be seen in *RACE*? Published since 1886, *RACE* has become the Queensland racing industry's number one communication tool. Working directly with Racing Queensland, the magazine is a trusted, must-read publication for industry stakeholders for its coverage of the latest racing news, views and, most importantly, the information in relation to all up-and-coming race meetings in Queensland. *RACE* 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.



*Race* is produced monthly, with 2,980 print copies distributed to all licensed trainers, jockeys, race clubs as well as a high number of breeders and owners.

Printed Magazine (per issue)

**2,980**   
**COPIES**  
**mailed direct**



**11,920**  
**READERS**

Accessing *Race's* content on-the-go via a tablet, smartphone or desktop is easy. Our digital magazine is sent to a growing subscriber base of 4,507 people, and averages 225,526 page views per issue.

Digital Magazine (per issue)

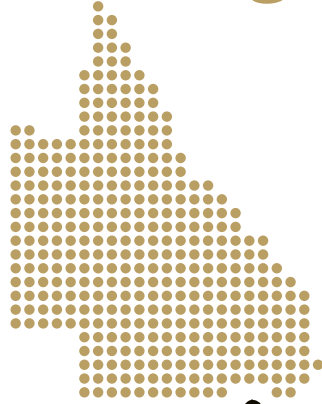
**4,507**   
**DIGITAL**  
**READERS**

**225,526** **PAGE**  
**IMPRESSIONS**

# Thoroughbred Racing At a Glance

**111** CLUBS

Across metropolitan,  
provincial and regional  
Queensland



**678**  
RACE MEETINGS

**4,671** RACES

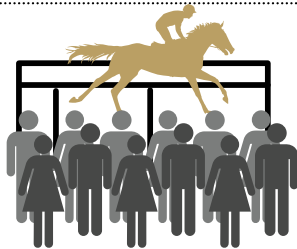
**86** BLACK-TYPE  
RACES

**43,604**  
STARTERS

**636,931** ATTENDANCES

**20,060**  
OWNERS

**38,533**  
PARTICIPANTS



**\$4.8B**  
TURNOVER

**\$1.8B**  
ECONOMIC  
CONTRIBUTION

FUTURE  
INFRASTRUCTURE  
PLANS  
**\$190M**





# What's Hot

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Each month our newly created What's Hot section will highlight a curated selection of the most anticipated products and services within the thoroughbred racing industry. Lock in your spot & showcase your business to Queensland's Racing industry through our print and digital magazines in this unique editorial based format.

Simply provide us with a 50-100 word product description, along with your website/Facebook URL and a high-resolution image, and we'll handle the rest. It's that easy.

**We have a different theme each month to keep it fresh for our readers.**

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ISSUE	THEME
JANUARY	HORSE TRANSPORT
FEBRUARY	BUSINESS BITS
MARCH	TECHNOLOGY
APRIL	TACK
MAY	WINTER RACING
JUNE	EQUIPMENT
JULY	BREEDING
AUGUST	BREEDING
SEPTEMBER	FEEDS
OCTOBER	HORSE PREP
NOVEMBER	HOLIDAY RACING
DECEMBER	SUPPLEMENTS



MAKE SURE YOU ASK OUR TEAM HOW WE CAN INCORPORATE YOUR WHAT'S HOT EDITORIAL WITH OUR DISPLAY ADVERTISING FOR EXTRA IMPACT AND SAVINGS.

# Features 2026/27

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In today's competitive advertising landscape, standing out requires more than just placing an ad—it's about creating a meaningful connection with your target audience. Advertising features that include editorial content offer a unique opportunity to engage your potential customers in a way that is both informative and persuasive.

In these editions of RACE, we highlight an on-trend topic with a special advertising feature.

This is an opportunity for relevant companies to shine the light on their brands and products, with advertisers having the added benefit of submitting feature editorial content. This can be anywhere from 150-300 words and also includes an image.

Incorporating your brand into an advertising feature with editorial content is a powerful way to amplify your message, build trust with your audience, and increase engagement. It's not just about reaching people—it's about connecting with them in a meaningful way that drives results.

The unique nature of advertising in an editorial feature can lead to a higher return on investment.

## FEBRUARY

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DEADLINE: 07/01/2026

COUNTRY CUPS

## MARCH

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DEADLINE: 06/02/2026

QTIS SALES PREVIEW

## APRIL

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DEADLINE: 06/03/2026

BATTLE OF THE BUSH & OUTBACK RACING  
SHOWCASE SERIES

## AUGUST

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DEADLINE: 07/07/2026

STUD PROFILE

## JANUARY '27

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DEADLINE: 04/12/2026

MAGIC MILLIONS

CLICK ON THE  
IMAGES TO SEE  
EXAMPLES

# Magazine Advertising Rates & Specs

ALL PRICES ARE PER ISSUE AND EXCLUDE GST

FULL COLOUR	CASUAL	3 ISSUES	6 ISSUES	12 ISSUES
Double page spread	\$3,290	\$3,125	\$2,960	\$2,795
Full page	\$1,895	\$1,800	\$1,710	\$1,610
Half page	\$1,070	\$1,055	\$970	\$915
Third page	\$905	\$865	\$820	\$770
Quarter page	\$625	\$595	\$560	\$535

PREFERRED POSITION	CASUAL	3 ISSUES	6 ISSUES	12 ISSUES
Inside front cover double page spread	\$3,680	\$3,500	\$3,310	\$3,130
Outside back cover	\$2,275	\$2,165	\$2,050	\$1,935
Inside front cover	\$2,080	\$1,975	\$1,870	\$1,765
Program strip	\$340	\$325	\$310	\$290
Eighth page program	\$340	\$325	\$310	\$290
Eighth page jockey		\$220		
Other preferred positions	+10%			

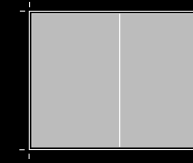
INSERTS	PRICE
Maximum size for inserts: H 297mm X W 210mm	
One page (2 sides)	\$1,375
Two page (4 sides)	\$1,675

TRADE DIRECTORY	PRICE
Ad runs for 12 months at this price	
55mm x 90mm	\$1,430
75mm x 90mm	\$1,960

## Deadlines

ISSUE	DEADLINE
FEBRUARY '26	07 JANUARY
MARCH	06 FEBRUARY
APRIL	06 MARCH
MAY	07 APRIL
JUNE	07 MAY
JULY	08 JUNE
AUGUST	07 JULY
SEPTEMBER	07 AUGUST
OCTOBER	07 SEPTEMBER
NOVEMBER	07 OCTOBER
DECEMBER	06 NOVEMBER
JANUARY '27	04 DECEMBER

## Ad Dimensions



### DOUBLE PAGE SPREAD

**TRIM SIZE:**  
H 297mm x W 420mm  
+ add 5mm bleed  
(Keep type & logos 10mm in from trim)



### FULL PAGE

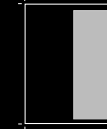
**TRIM SIZE:**  
H 297mm x W 210mm  
+ add 5mm bleed  
(Keep type & logos 10mm in from trim)

### Half Page Dimensions



#### HALF PAGE HORIZONTAL

H 130mm x W 184mm  
no bleed required



#### HALF PAGE VERTICAL

H 275mm x W 90mm  
no bleed required

### Third Page Dimensions



#### THIRD PAGE HORIZONTAL

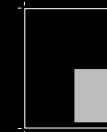
H 85mm x W 184mm  
no bleed required

### Quarter Page Dimensions



#### QUARTER PAGE HORIZONTAL

H 65mm x W 184mm  
no bleed required



#### QUARTER PAGE VERTICAL

H 130mm x W 90mm  
no bleed required



#### EIGHTH PAGE

H 55mm x W 90mm  
no bleed required



#### PROGRAM STRIP

H 35mm x W 184mm  
no bleed required