



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

W: 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



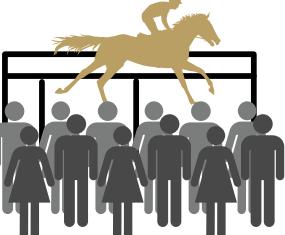
678
RACE MEETINGS

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

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.

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

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

COUNTRY CUPS

DEADLINE: 07/01/2026

MARCH

QTIS SALES PREVIEW

DEADLINE: 06/02/2026

APRIL

BATTLE OF THE BUSH & OUTBACK RACING SHOWCASE SERIES

DEADLINE: 06/03/2026

AUGUST

STUD PROFILE

DEADLINE: 07/07/2026

JANUARY '27

MAGIC MILLIONS

DEADLINE: 04/12/2026

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
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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
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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
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Maximum size for inserts: H 297mm X W 210mm

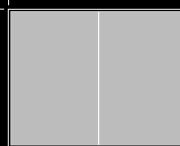
One page (2 sides)	\$1,375
Two page (4 sides)	\$1,675

TRADE DIRECTORY	PRICE
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Ad runs for 12 months at this price

55mm x 90mm	\$1,430
75mm x 90mm	\$1,960

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



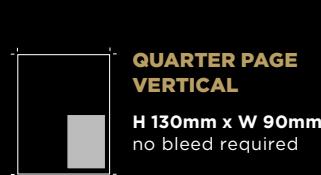
Third Page Dimensions

THIRD PAGE HORIZONTAL
H 85mm x W 184mm
no bleed required

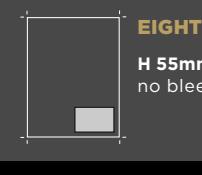


Quarter Page Dimensions

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