

A photograph of a jockey in blue and white silks riding a dark brown horse during a race. The jockey is wearing a blue helmet and sunglasses. The horse is in motion, with its front legs extended. In the background, another horse and jockey are visible, along with a green field and trees.

Media kit 2024

THE MAGAZINE PUBLISHING COMPANY

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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 races 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 3,129 people, and averages 178,823 page views per issue.

Digital Magazine (per issue)

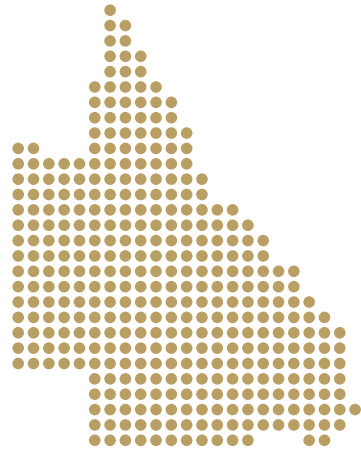
3,129 
DIGITAL
SUBSCRIBERS

178,823 **PAGE**
IMPRESSIONS

Thoroughbred Racing At a Glance

116 CLUBS

Across metropolitan,
provincial and
regional Queensland



112

RACECOURSES

4,671 RACES

RUN IN QUEENSLAND EACH YEAR

86

BLACK-TYPE
RACES

41,538

STARTERS

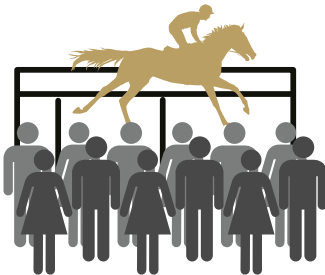
550,907 ATTENDANCES

20,060

OWNERS

36,533

PARTICIPANTS



\$1.4B

ECONOMIC
CONTRIBUTION



Features 2024

FEBRUARY

DEADLINE: 10/01/2024

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, giving the race clubs hosting these events a chance to promote their big day and help drive as many industry participants to the track as possible.

MARCH

DEADLINE: 07/02/2024

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. In this feature we will preview the high quality bloodstock going through the sales ring, transport companies who can assist in carrying the precious cargo and the best insurance on offer.

SPOTLIGHT ON CAPRICORNIA

Racing in Central QLD springs to life at this time of the year, with the third running of the richest race in Regional QLD – The Archer. Also just around the corner is the ever popular Rockhampton Winter Carnival, with excellent prizemoney on offer it's sure to attract the best horses, trainers and jockeys from all over the state and beyond. As well as draw punters from far and wide to the great region. This is your chance to promote your venue as the best place to stay for those travelling, the place to pick up any race-day gear, the go to for horse feed and vet care - and of course where to head when the sun sets.

APRIL

DEADLINE: 07/03/2024

PERFORMANCE PRODUCTS & RACING SUPPLIES

With the pinnacle of Queensland racing, the Winter Racing Carnival just around the corner, trainers are always looking for the competitive edge so we'll be showcasing the cream of the crop when it comes to feeds and supplements, training aids and the latest and greatest equipment available to jockeys and trainers.

BATTLE OF THE BUSH & OUTBACK RACING SHOWCASE SERIES

Country racing takes centre stage in this issue with 2 epic racing series - Battle of the Bush and Outback Racing showcase. Our iconic country race clubs will play host to these race days, with both series kicking off in April and wrapping up in June. This is an opportunity to highlight your involvement in these race days, promote prizemoney on offer – helping draw as many industry participants trackside for the big day and increasing revenue for the local area.

MAY

DEADLINE: 05/04/2024

WINTER RACING CARNIVAL

Industry participants from near and far descend on SEQ for the Winter Carnival. With over \$25 million in prizemoney on offer over the 10 week period, this feature brings together all the fun and exciting things Queensland has to offer. We'll highlight the big race days, accommodation venues for the thousands of travellers and the best places to eat, drink and relax after a day trackside.

JUNE/JULY/AUGUST/ SEPTEMBER

DEADLINES:
JUN 05/05/2024, JUL 07/06/2024
AUG 08/07/2024, SEP 07/08/2024

STALLIONS & BREEDING SERVICES

Promote your stallion's stud/race record to broodmare owners in this Stallions & Breeding Services Feature. This is a perfect opportunity leading into the lucrative breeding season to put your stallions front and centre to those who will be weighing up where to send their broodmares.

JULY

DEADLINE: 07/06/2024

MARE & FOAL CARE

When it comes to the breeding season, we of course often think about stallions. However in this feature we will take a look at the other side of the coin and focus on the mares and foals. Highlighting the best supplements, feeds, vet care, agistment and insurance products and services on the market, to help make the breeding process run smoothly from start to finish.

AUGUST

DEADLINE: 08/07/2024

SPOTLIGHT ON NORTH QLD

With so many legendary tracks in North QLD, this issue will focus on the great region. We'll showcase local race days and tracks, including the ever popular Cairns Amateurs Carnival. As well as shed some light on places of interest to jockeys, trainers, owners and race-goers who make the trip north for the racing action.

OCTOBER

DEADLINE: 06/09/2024

HEALTHY HORSES

Racehorses need to be kept happy and healthy to win races, and in this edition of the mag we'll shine the light on the best products available to owners, trainers and all horse owners. From vet services, feeds and supplements, to the latest technology out there to keep your equine athlete on top of its game.

NOVEMBER

DEADLINE: 08/10/2024

BUSINESS SOLUTIONS

Running a successful business can be a 24/7 job and a hard task at the best of times. In this issue we'll take a look at the latest software and technology, insurance services and legal advisers that can assist those in the racing industry.

KING OF THE MOUNTAIN 2024

The Toowoomba Turf Club will again be hosting one of QLD's biggest slot races – King of the Mountain - on New Year's Eve. As the racing industry descends on the Darling Downs to close out the year in style, this is a great chance to get your business in front of all those involved in the big carnival.

DECEMBER

DEADLINE: 07/11/2024

FEED & SUPPLEMENTS

As elite athletes, racehorses must be kept in the best condition possible in order to perform at their peak. This feature aims to educate trainers and owners on the best products available to help keep their horse in top shape. Whether it be the best feeds out there, the latest and greatest supplements or the best technology and gear – we'll showcase everything needed to keep your athlete performing and happy.

JANUARY 2025

DEADLINE: 06/12/2024

SPOTLIGHT ON MAGIC MILLIONS SALES & CARNIVAL

All roads lead to the Gold Coast in January for the glitz and glamour of the Magic Millions Sales, one of the biggest thoroughbred sales in the Southern Hemisphere. This feature highlights the best of the best in the sales ring and all the services buyers need post sale. The Carnival concludes with a massive day of racing worth close to 15 million dollars - sure to draw the crowds to the track. With so many descending on the coast in January, this a great opportunity to promote your venue as the place to stay when visiting, the best place to eat, drink and play once the sun sets.

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 summary strip	\$340	\$325	\$310	\$290
Eighth page program	\$340	\$325	\$310	\$290
Eighth page jockey		\$220		
Other preferred positions	+10%			

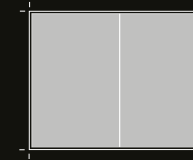
INSERTS	PRICE
Maximum size for inserts: H 297mm X W 210mm	
One page (2 sides)	\$1,375
Two page (4 sides)	\$1,675

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	10 JANUARY
MARCH	07 FEBRUARY
APRIL	07 MARCH
MAY	05 APRIL
JUNE	05 MAY
JULY	07 JUNE
AUGUST	08 JULY
SEPTEMBER	07 AUGUST
OCTOBER	06 SEPTEMBER
NOVEMBER	08 OCTOBER
DECEMBER	07 NOVEMBER
JANUARY 2025	06 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

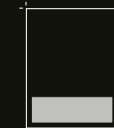
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no bleed required



THIRD PAGE VERTICAL

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no bleed required

Quarter Page Dimensions



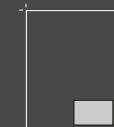
QUARTER PAGE HORIZONTAL

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 SUMMARY STRIP

H 35mm x W 184mm
no bleed required