



Media kit 2025

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 4,310 people, and averages 199,765 page views per issue.

Digital Magazine (per issue)

4,310 
DIGITAL
READERS

199,765 PAGE
IMPRESSIONS

Thoroughbred Racing At a Glance

111 CLUBS

Across metropolitan,
provincial and regional
Queensland



678
RACE MEETINGS

4,671 RACES

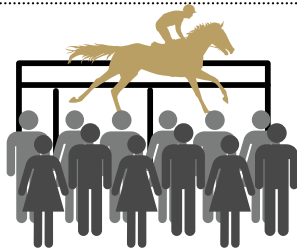
86 BLACK-TYPE
RACES

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.

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

ISSUE	THEME
JANUARY	TRANSPORT
FEBRUARY	JOCKEYS
MARCH	BUSINESS BITS
APRIL	HORSE HEALTH
MAY	WINTER CARNIVAL
JUNE	BREEDING
JULY	BREEDING
AUGUST	RACING SUPPLIES
SEPTEMBER	HORSE PREP
OCTOBER	PERFORMANCE
NOVEMBER	HOLIDAY RACING
DECEMBER	EQUIPMENT

WHAT'S HOT

Value for the future

Times are tough for small breeders.

The 2024 breeding season is all about finding value for the future. None of us have a crystal ball to determine what the economy will be like in 2027 when the results of this year's breeding season will be two-year-olds, but breeders are known for their optimism.

The savviest breeders will be hunting for the best value stallions this season. Dracarys has produced six winners from his small first crop, who've just turned four, led by Storm Rider who has won twice in Hong Kong. ☛

www.dracarysstable.com.au



RACING SUPPLIES



True potential on show

In 2022, the Kruger family introduced Barbaric, a brilliant juvenile Group winner, to their stud roster.

After covering nearly 180 mares in his initial two seasons Barbaric's first foals have arrived, showcasing his potential.

Barbaric, a standout purchase at \$900,000 from the Magic Millions Yearling Sale, has already demonstrated his promise. His first foals are impressive, and he continues to attract attention with his strong pedigree. Barbaric's exceptional lineage includes Group II winner Mimi Lebrock and stakes-winning mare Shoko, making him a compelling choice for breeders. Contact Lyndhurst Stud for more information. ☛

www.lyndhurststud.com.au



Ensure your future champion with Fitton

Foaling season brings delight to all involved in the breeding industry. The anticipation of a potential future champion's arrival, coupled with the joy of welcoming a new foal, is just around the corner!

However, unforeseen events can dampen this excitement. Fitton Horsecare understands the challenges breeders face and offers specialised coverage to protect against unexpected losses during the journey to producing a live foal.

Contact Fitton Horsecare to speak with a knowledgeable professional who shares your passion for horses and understands your unique needs during this exciting time. ☛

www.fitton.com.au



www.marcusoldham.vic.edu.au

WHAT'S HOT

Advancing the health, performance, and welfare of horses

At Equine Solutions, they are committed to supporting the health, performance, and welfare of your horses.

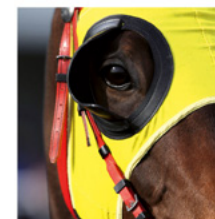
With more than 25 years of experience, this family-owned business offers quality products and services that cater to the unique needs of horses across various disciplines and life stages.

Why Choose Them?

Expertise and trust. The Equine Solutions team has deep knowledge of equine and greyhound health, including the latest advances in veterinary care, nutrition, and technology.

For personalised recommendations, or to explore the range of products and services, contact Equine Solutions. ☛

www.equineolutionsonline.com.au



Supplement effectively

Trainers and veterinarians are increasingly turning to advanced nutritional supplements to give their equine athletes an edge.

Among these, amino acid supplements like DL-Acetyl-Methionine are gaining attention for their ability to support both performance and health.

DL-Acetyl-Methionine, an injectable form of the essential amino acid methionine, is primarily known for its liver-protective properties. This supplement offers a promising avenue for supporting the body's natural detoxification processes.

DL-Acetyl-Methionine offers multiple benefits for equine health, including liver protection and support, enhanced performance for racing and sport horses, joint health improvement, and support for hoof integrity. ☛

www.ausrichter.com

Protect against EGUS

Equine Gastric Ulcer Syndrome (EGUS) is the most common health issue facing racehorses.

EGUS can negatively impact on appetite and raceday performance, with prevention or treatment being a large cost to owners. Normal feeding practices of racehorses of high starch and low fibre diets significantly increase the risk of EGUS.

However, using KER Equi-Jewel to replace some of the grain can reduce the risk or severity of EGUS in three ways.

Equi-Jewel has a trifecta of ways to reduce the risk of EGUS and allow your horse to race to its potential.

Contact Kentucky Equine Research for more information. ☛

www.shopau.ker.com



Continue with the celebrations

Gallopers Sports Club stands as the premier destination for post-race revelries during Brisbane's winter carnival.

Strategically situated near Eagle Farm and Doomben Racecourses at the junction of Lancaster and Nudgee Roads, this fully licensed entertainment hub boasts an array of contemporary amenities.

Live music aficionados will rejoice knowing the club hosts live performances every Saturday, offering the ideal retreat after a thrilling day at the tracks.

So why not make your way to Gallopers Sports Club after the races at Eagle Farm and Doomben during the winter carnival?

Contact Gallopers Sports Club for more information. ☛

www.galloperssportsclub.com.au

\$400
PLUS GST

STRICTLY LIMITED
TO 8 PER ISSUE

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

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%			

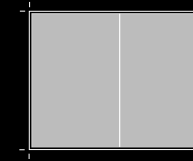
INSERTS	PRICE
Maximum size for inserts: H 297mm X W 210mm	
One page (2 sides)	\$1,375
Two page (4 sides)	\$1,675

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	07 JANUARY
MARCH	07 FEBRUARY
APRIL	07 MARCH
MAY	07 APRIL
JUNE	07 MAY
JULY	06 JUNE
AUGUST	07 JULY
SEPTEMBER	07 AUGUST
OCTOBER	08 SEPTEMBER
NOVEMBER	07 OCTOBER
DECEMBER	07 NOVEMBER
JANUARY 2026	05 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

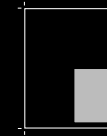
H 85mm x W 184mm
no bleed required

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