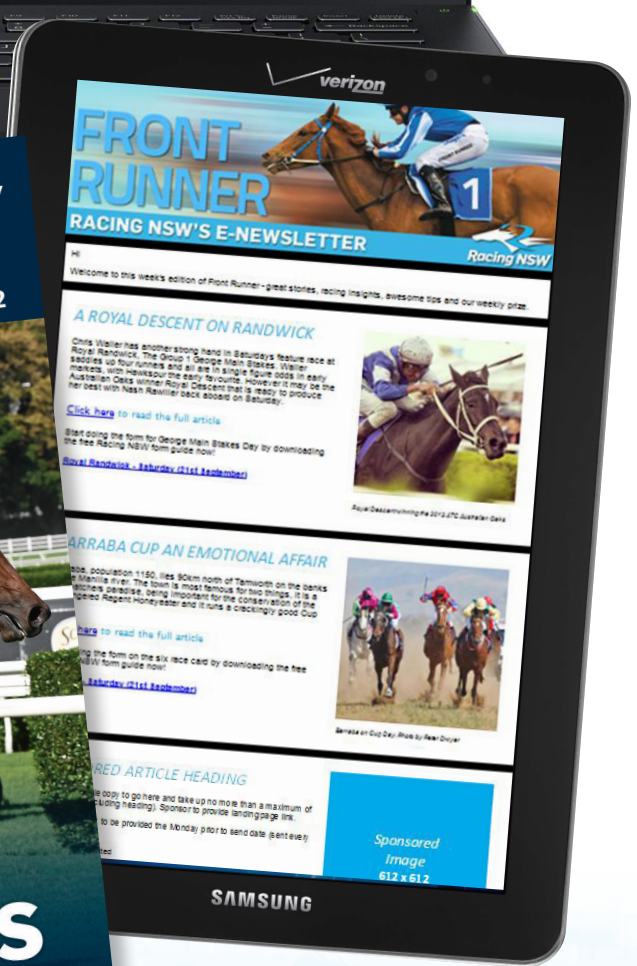
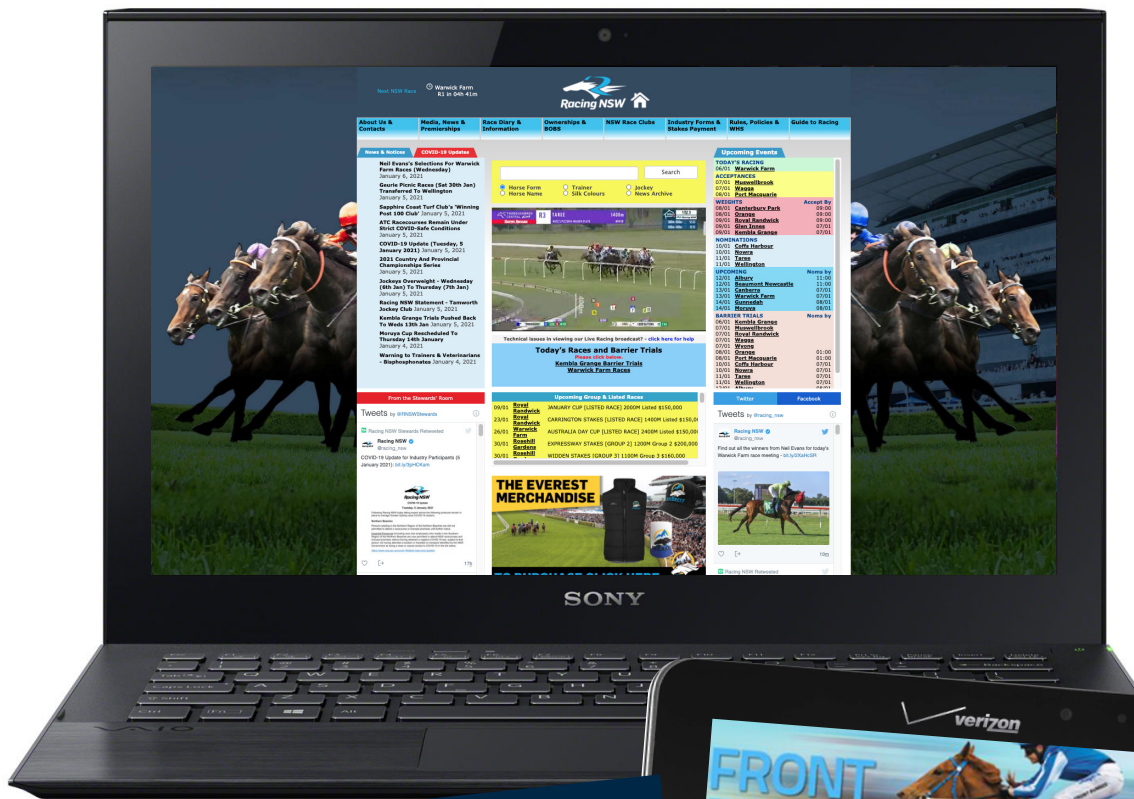


Racing NSW

MEDIA KIT 2022







Racing NSW Magazine

Racing NSW Magazine is a high-quality publication with a dedicated circulation subscription base of over 3,500 copies per month, plus pass on Thoroughbred industry readers.

The magazine directly targets those with an interest in Thoroughbred racing and offers colourful and informative behind the scenes articles about the people and Thoroughbreds that make up the sport, as well a comprehensive guide to what's coming up for industry participants.

Advertising in **Racing NSW Magazine** gives your business a vital edge – as a hub for the NSW Thoroughbred Racing Industry it provides a solid platform to communicate with those at the epicentre of the sport, as well as a broader demographic of racing enthusiasts both in Australia and overseas.

Through a loyal subscription base, each edition provides advertisers with strong contact for their advertising message to reach key decision makers, and people in the NSW Thoroughbred Racing industry. The profile of readers includes Thoroughbred horse owners, breeders, trainers, syndication members, buyers, jockeys and people involved the Thoroughbred racing industry in both business and investment.

MONTHLY CIRCULATION – 3,500

Racing NSW Magazine Rates

GENERAL COLOUR SECTION	CASUAL	6 REPEATS (10% discount)
full page	\$1,650	\$1,485
inside front page	\$2,000	\$1,800
inside front double page spread	\$3,600	\$3,240
double page spread	\$3,100	\$2,790
outside back cover	\$3,100	\$2,790
inside back cover	\$2,000	\$1,800
1/2 page	\$930	\$837
1/3 page	\$610	\$549
1/4 page	\$460	\$414
50mm strip	\$310	n/a
MONO SECTION	CASUAL	6 REPEATS (10% discount)
full page	\$1,200	\$1,080
1/2 page	\$750	\$675
1/3 page	\$480	\$432
1/4 page	\$460	\$414
30mm strip	\$200	n/a

CLASSIFIEDS (mono only)	
full page	\$960
1/2 page	\$530
1/3 page	\$360
1/4 page	\$270
1/8 page	\$140
1/12 page	\$90
INSERTS (all full run)	
<i>Minimum 3,000 copies required</i>	
one page (2 sides)	\$1,250
two page (4 sides)	\$2,000

NB: all rates are GST exclusive.

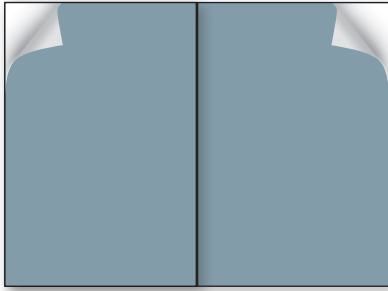
Magazine Advertising Deadlines

Issue	DISTRIBUTED	BOOKING	MATERIAL DUE
June 2022	Tuesday 31 May	Friday 6 May	Friday 13 May
July 2022	Thursday 30 June	Tuesday 7 June	Tuesday 14 June
August 2022	Friday 29 July	Thursday 7 July	Thursday 14 July
September 2022	Wednesday 31 August	Friday 5 August	Friday 12 August
October 2022	Friday 30 September	Wednesday 7 September	Wednesday 14 September
November 2022	Monday 31 October	Friday 7 October	Friday 14 October
December 2022	Wednesday 30 November	Friday 4 November	Friday 11 November
January 2023**	Monday 19 December	Tuesday 29 November	Tuesday 6 December
February 2023	Tuesday 31 January	Friday 6 January	Friday 13 January
March 2023	Tuesday 28 February	Friday 3 February	Friday 10 February
April 2023	Friday 31 March	Tuesday 7 March	Tuesday 14 March
May 2023*	Friday 28 April	Tuesday 4 April	Tuesday 11 April
June 2023	Wednesday 31 May	Friday 5 May	Friday 12 May

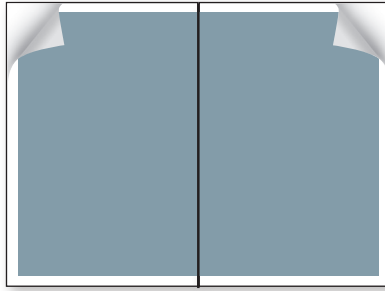
**Early due to Christmas

Magazine advertising sizes

Colour section



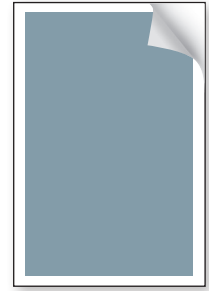
double page spread (full bleed)
w 430mm x h 305mm
Trim: w420mm x h297mm



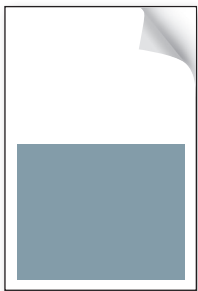
double page spread (no bleed)
w390mm x h260mm



full page bleed
w 220mm x h 305mm
Trim: w210mm x h297mm



full page (no bleed)
w175mm x h260mm



1/2 page horizontal
w175mm x h130mm



1/3 page vertical
w72mm x h260mm



1/3 page horizontal
w175mm x h87mm



1/4 page horizontal
w175mm x h62mm



50mm strip
w175mm x h50mm

Mono and classifieds section only



1/2 page horizontal
w180mm x h130mm



1/3 page horizontal
w180mm x h87mm



1/4 page horizontal
w180mm x h62mm



1/8 page horizontal
w90mm x h65mm



1/12 page vertical
w68mm x h65mm



Racing NSW Website

Racing NSW's website is a popular vehicle for the NSW racing industry – the site is regularly used by stakeholders, participants and the general public.

Banner size: w310px x h100px

Average Monthly Statistics*:

Unique visitors 184,575
Website visits 875,791
Page views 4.7 million

* Based on 2018/19 FY



WEB BANNER TYPE	DURATION	RATE	6 REPEATS (10% discount)
Banner ads (non-home page)*	per month	\$450	\$405

* Home page unavailable. Banner appears on the bottom of the news articles.

Racing NSW e-Newsletter

Racing NSW emails weekly electronic communications to over 14,000 engaged subscribers and racing enthusiasts each week.

Front Runner is a weekly e-Newsletter which has a mix of stories, tips, prizes and insights onto the industry.

Execution

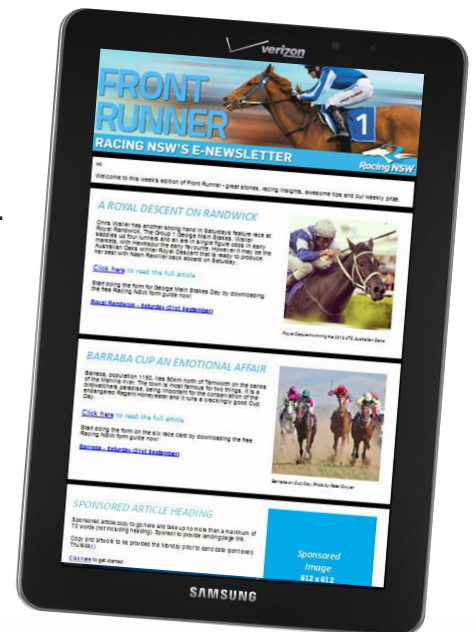
Banner size: w728px x h90px

E-Newsletter Statistics:

Total Subscribers: 14,000

Average open rate: 33%

Average CTR: 30%



E-Newsletter	DURATION	RATE
Front Runner Banner	1 month	\$750

Racing NSW Advertising Packages

Integrate across Racing NSW mediums to reach a variety of racing consumers in a variety of formats.

PACKAGE 1	DURATION	VALUE	RATE
Full Page (Magazine)	1 edition	\$1,650	\$1,700 Valued at \$2,850
Website Banner (if available)	1 month	\$450	
Front Runner Banner	1 month	\$750	

PACKAGE 2	DURATION	VALUE	RATE
Double Page Spread (Magazine)	1 edition	\$3,100	\$3,200 Valued at \$4,300
Website Banner (if available)	1 month	\$450	
Front Runner Banner	1 month	\$750	

* NOTE: Various packages can be negotiated (contact Ken Baker, McGowen Cox Media – details following page)



CONTACTS:

Magazine Editor: Mark Brassel

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Production co-ordinator: Bev Ritzau

Tel: +61 2 9551 7605

Email: britzau@racingnsw.com.au

Advertising sales & enquiries:

Ken Baker (McGowen Cox Media)

Tel/Fax: +61 2 9150 9112 | Mobile: 0418 180 791

Email: ken@mcm mediasales.com.au

Racing New South Wales Offices

Level 7, 51 Druitt Street, Sydney NSW 2000

Tel: +61 2 9551 7500 | Fax: +61 2 9551 7501

Email: racing@racingnsw.com.au

Technical Information

FORMATS: For print media we require pdf. Please ensure all fonts are embedded; file resolution is 300dpi minimum, CMYK colors only (no spot or RGB colours). For full page adverts 3mm bleeds and trim marks.

For website advertising, web standard optimised files required (gifs, pngs, flv, flash, jpegs).

INSERTS: Supplied ready for direct insertion. Maximum allowable is w200mm x h270mm. If larger, inserts may be folded and a charge will apply. All inserts must be delivered to Racing NSW in Sydney no later than 15th of the month before (eg. November 15th for December issue).

DEADLINES: All colour materials must be received before the 1st of the month prior to the cover month (eg. November 1 for December issue).

CANCELLATIONS: Must be advised in writing prior to the 1st of the month (eg. November 1 for December issue). Advertisers are liable for full payment should a cancellation be advised on or after the 1st of the month.

RIGHT OF REFUSAL: Racing NSW retains the right to refuse to publish any advertisement on sight of material.

GST: Is excluded in all prices.

RESPONSIBILITY WAIVER: No guarantee can be given for the accuracy in setting hand-written copy or for quality of reproduction from unsuitable or previously screened illustration material. Copy should be supplied in typewritten form and accompanied by original photographs or artwork. The publisher accepts no responsibility for any loss arising from failure of all or part of an advertisement to appear or for any error in advertisement.

PAYMENTS: Are due and payable within 7 days of receipt of official Racing NSW invoice (all advertisements under \$300 are to be paid for at time of booking).

EDITORIAL: All editorial submissions shall be used at the publisher's discretion. No advertisement by the client shall be reliant on supporting editorial.

VETERINARY ADVERTISEMENTS: All new veterinary advertisements must be approved by Racing NSW and therefore supplied one week before the regular deadline.

MATERIAL FOR ALL ADVERTISING: To be forwarded to production co-ordinator. All cheques must be made payable to Racing NSW. All booking slips must be signed and returned before artwork and production will commence.