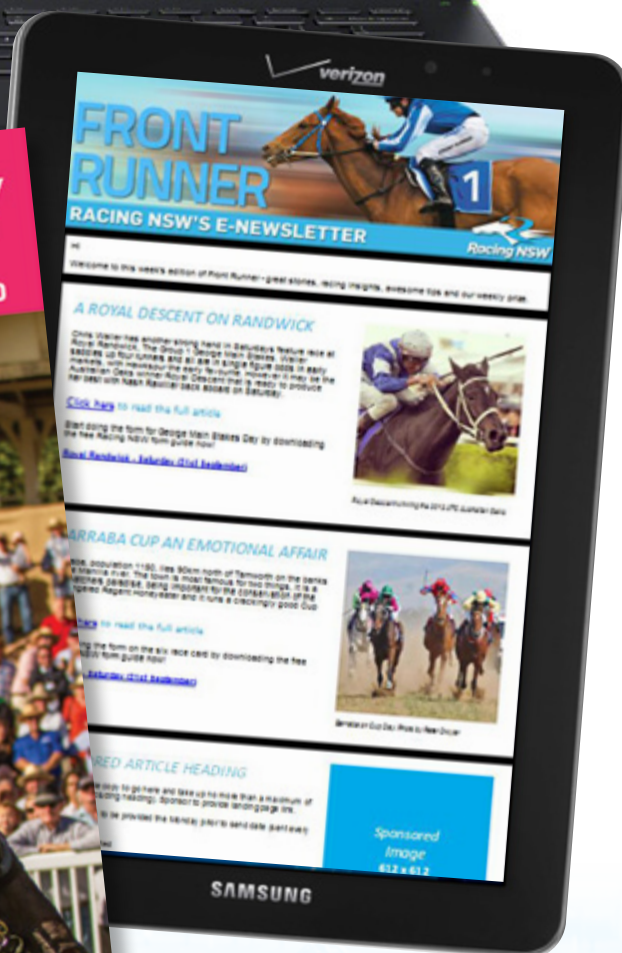


*Racing NSW*

# MEDIA KIT 2021











## 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)	CLASSIFIEDS (mono only)	
full page	\$1,650	\$1,485	full page	\$960
inside front page	\$2,000	\$1,800	1/2 page	\$530
inside front double page spread	\$3,600	\$3,240	1/3 page	\$360
double page spread	\$3,100	\$2,790	1/4 page	\$270
outside back cover	\$3,100	\$2,790	1/8 page	\$140
inside back cover	\$2,000	\$1,800	1/12 page	\$90
1/2 page	\$930	\$837	INSERTS (all full run)	
1/3 page	\$610	\$549	<i>Minimum 3,000 copies required</i>	
1/4 page	\$460	\$414	one page (2 sides)	\$1,250
50mm strip	\$310	n/a	two page (4 sides)	\$2,000
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		

NB: all rates are GST exclusive.

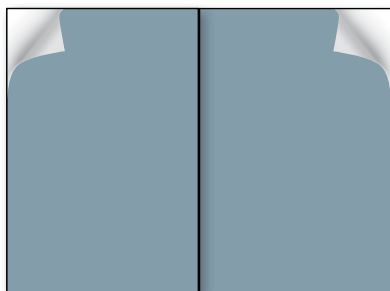
## Magazine Advertising Deadlines

Issue	DISTRIBUTED	BOOKING	MATERIAL DUE
January 2021	Friday 18 December**	Friday 27 November	Friday 4 December
February 2021	Friday 29 January	Tuesday 5 January	Tuesday 12 January
March 2021	Monday 1 March	Thursday 4 February	Thursday 11 February
April 2021	Wednesday 31 March	Thursday 4 March	Thursday 11 March
May 2021	Friday 30 April	Tuesday 6 April	Tuesday 13 April
June 2021	Tuesday 1 June	Thursday 6 May	Thursday 13 May
July 2021	Thursday 1 July	Monday 7 June	Monday 14 June
August 2021	Friday 30 July	Wednesday 7 July	Wednesday 14 July
September 2021	Tuesday 31 August	Friday 6 August	Friday 13 August
October 2021	Thursday 30 September	Tuesday 7 September	Tuesday 14 September
November 2021	Friday 29 October	Thursday 7 October	Thursday 14 October
December 2021	Tuesday 30 November	Friday 5 November	Friday 12 November

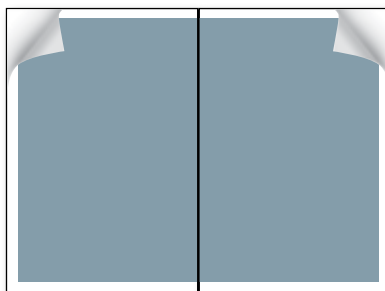
\*Easter (Good Friday 2 April-Easter Monday 5 April) \*\*Early due to Christmas

# Magazine advertising sizes

## Colour section



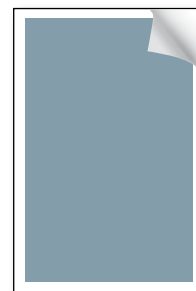
**double page spread (full bleed)**  
w 430mm x h 305mm  
Trim: w420mm x h297mm



**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	<b>\$1,700</b> 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	<b>\$3,200</b> 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

Tel: +61 2 9551 7568

Email: mbrassel@racingnsw.com.au

### Advertising sales & enquiries:

#### Ken Baker (McGowen Cox Media)

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

Email: ken@mcmediasales.com.au

### Production co-ordinator: Bev Ritzau

Tel: +61 2 9551 7605

Email: britzau@racingnsw.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.