



# MEDIA KIT 2026

## 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 official monthly publication

# Racing NSW

JANUARY 2026



## THE LAKES HOLDS PLENTY OF DEPTH

TRAVERS' CALLING THE TUNE, P6

FORMER RACEHORSE'S NEW CAREER, P100



Racing NSW official monthly publication

# Racing NSW

FEBRUARY 2026



## COUNTRY CHAMPIONSHIPS LOOMS LARGE

CONNERS DYNASTY CONTINUES, P4

COUNTRY TRACK UPGRADES, P10



Racing NSW official monthly publication

# Racing NSW

MARCH 2026



## HARD-WORKING MOLLIE'S AN INSPIRATION

BIG THINGS AWAIT EQUESTRIAN KATE, P8

ALBURY PREPARES TO TAKE OFF, P10



Racing NSW official monthly publication

# Racing NSW

APRIL 2026



## GEORGIE'S KEEPING IT IN THE FAMILY

WAGGA PREPARES TO

EASTER PARTY AT



## 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

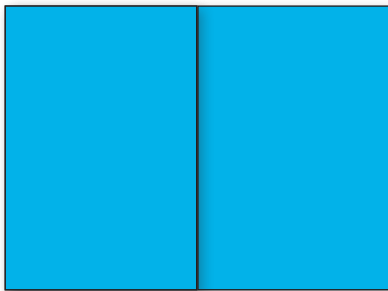
NB: all rates are GST exclusive.

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

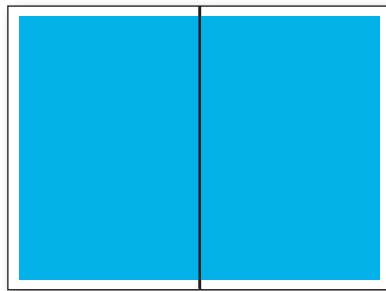
INSERTS (all full run)	
<i>Minimum 3,000 copies required</i>	
one page (2 sides)	\$1,250
two page (4 sides)	\$2,000

# Advertising Sizes

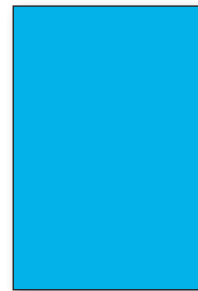
## COLOUR SECTION



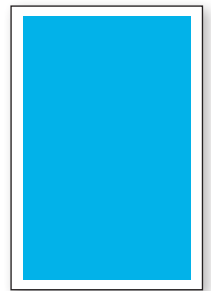
**double page spread (full bleed)**  
w 430mm x h 305mm  
Trim: w 420mm x h 297mm



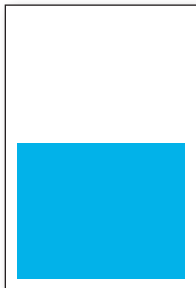
**double page spread (no bleed)**  
w 390mm x h 260mm



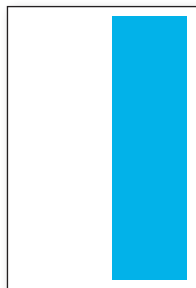
**full page bleed**  
w 220mm x h 305mm  
Trim: w 210mm x h 297mm



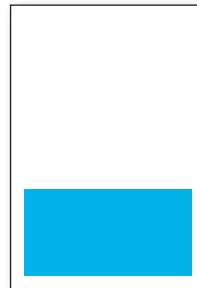
**full page (no bleed)**  
w 175mm x h 260mm



**1/2 page horizontal**  
w 175mm x h 130mm



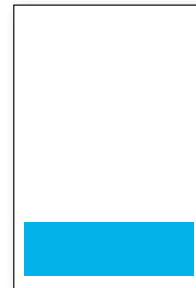
**1/3 page vertical**  
w 72mm x h 260mm



**1/3 page horizontal**  
w 175mm x h 87mm

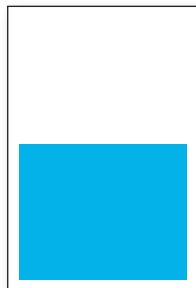


**1/4 page horizontal**  
w 175mm x h 62mm

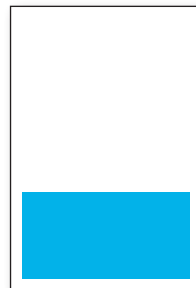


**50mm strip**  
w 175mm x h 50mm

## MONO AND CLASSIFIEDS SECTION ONLY



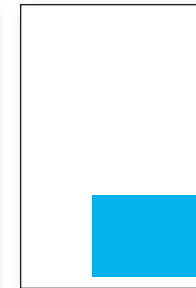
**1/2 page horizontal**  
w 180mm x h 130mm



**1/3 page horizontal**  
w 180mm x h 87mm



**1/4 page horizontal**  
w 180mm x h 62mm



**1/8 page horizontal**  
w 90mm x h 65mm



**1/12 page vertical**  
w 68mm x h 65mm

## Advertising Deadlines

Issue	DISTRIBUTED	BOOKING	MATERIAL DUE
January 2026	Friday 19 Dec	Monday 1 Dec	Monday 8 Dec
February 2026	Friday 30 Jan	Monday 5 Jan	Monday 12 Jan
March 2026	Friday 27 Feb	Tuesday 3 Feb	Tuesday 10 Feb
April 2026	Tuesday 31 March	Friday 6 March	Friday 13 March
May 2026	Thursday 30 April	Thursday 2 April*	Friday 10 April
June 2026	Friday 29 May	Tuesday 5 May	Tuesday 12 May
July 2026	Tuesday 30 June	Friday 5 June	Friday 12 June
August 2026	Friday 31 July	Tuesday 7 July	Tuesday 14 July
September 2026	Friday 28 August	Thursday 6 August	Thursday 13 August
October 2026	Wednesday 30 Sept	Friday 4 Sept	Friday 11 Sept
November 2026	Friday 30 Oct	Wednesday 7 Oct	Wednesday 14 Oct
December 2026	Monday 30 Nov	Friday 6 Nov	Friday 13 Nov
January 2026	Friday 18 Dec	Monday 30 Nov**	Friday 4 Dec

\*Easter (Good Friday 3 April-Easter Monday 6 April) \*\*Early due to Christmas

## Contacts

### Magazine Editor: Mark Brassel

T: +61 2 9551 7568

E: mbrassel@racingnsw.com.au

### Production Co-ordinator: Bev Ritzau

T: +61 2 9551 7605

E: britzau@racingnsw.com.au

### Advertising Sales & Enquiries:

**Ken Baker** (McGowen Cox Media)

T/F +61 2 9150 9112 | M: 0418 180 791

E: ken@mcmediasales.com.au

### Racing New South Wales Offices

Level 7, 51 Druitt Street, Sydney NSW 2000

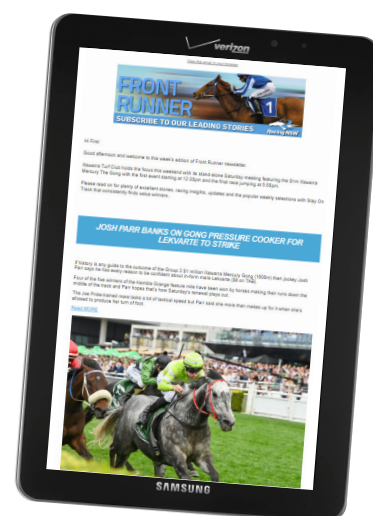
T: +61 2 9551 7500 | F: +61 2 9551 7501

E: racing@racingnsw.com.au

## 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.



Advertising Size	E-Newsletter	DURATION	RATE
Banner size: w 728px x h 90px	Front Runner Banner	1 month	\$500

14K

TOTAL  
SUBSCRIBERS

33%

AVERAGE  
OPEN RATE

30%

AVERAGE  
CTR

## 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>\$1,800</b>
Front Runner Banner	1 month	\$500	Valued at \$2,150

PACKAGE 2	DURATION	VALUE	RATE
Double Page Spread (Magazine)	1 edition	\$3,100	<b>\$3,200</b>
Front Runner Banner	1 month	\$500	Valued at \$3,600

\* NOTE: Various packages can be negotiated (contact Ken Baker, McGowen Cox Media – details on page 6)

# 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.