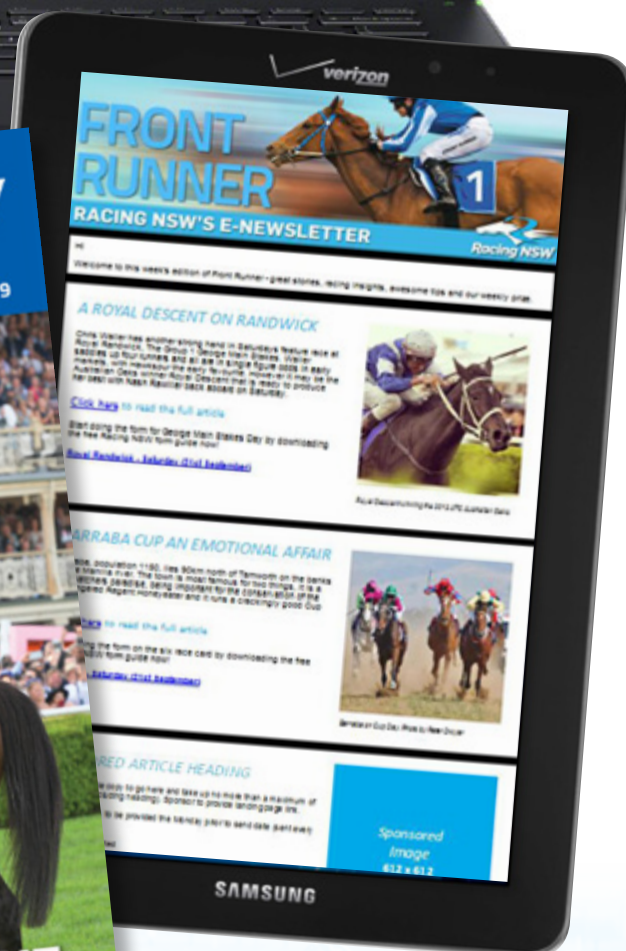




Racing NSW

MEDIA KIT 2019





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.

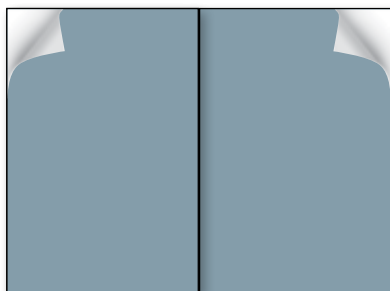
Magazine Advertising Deadlines

Issue	DISTRIBUTED	BOOKING	MATERIAL DUE
November 2019	Friday 1 November	Friday 4 October	Friday 11 October
December 2019	Friday 29 November	Tuesday 5 November	Tuesday 12 November
January 2020	Thursday 19 December**	Thursday 28 November	Thursday 5 December
February 2020	Thursday 30 January	Monday 6 January	Monday 13 January
March 2020	Friday 28 February	Tuesday 4 February	Tuesday 11 February
April 2020	Tuesday 31 March	Thursday 5 March	Thursday 12 March
May 2020	Thursday 30 April	Monday 6 April	Tuesday 14 April
June 2020	Friday 29 May	Wednesday 6 May	Wednesday 13 May
July 2020	Tuesday 30 June	Monday 8 June	Monday 15 June
August 2020	Friday 31 July	Wednesday 8 July	Wednesday 15 July
September 2020	Monday 31 August	Friday 7 August	Friday 14 August
October 2020	Wednesday 30 September	Tuesday 8 September	Tuesday 15 September
November 2020	Friday 30 October	Thursday 8 October	Thursday 15 October
December 2020	Monday 30 November	Friday 6 November	Friday 13 November

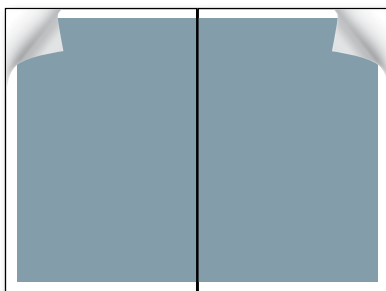
*Easter (Good Friday 19 April-Easter Monday 22 April) **Early due to Christmas

Magazine advertising sizes

Colour section



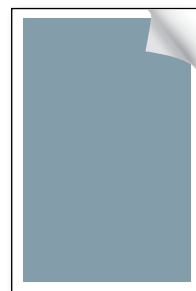
double page spread (full bleed)
w 430mm x h 305mm
Trim: w420mm x h297mm



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



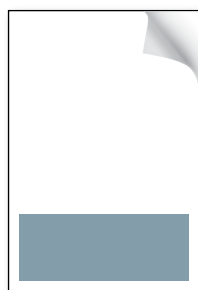
1/2 page horizontal
w175mm x h130mm



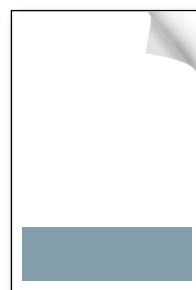
1/3 page vertical
w72mm x h260mm



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 164,556
Website visits 785,783
Page views 4.5 million

* Based on 2015/16 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 13,000 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: 13,000

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:

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Advertising sales & enquiries:

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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.