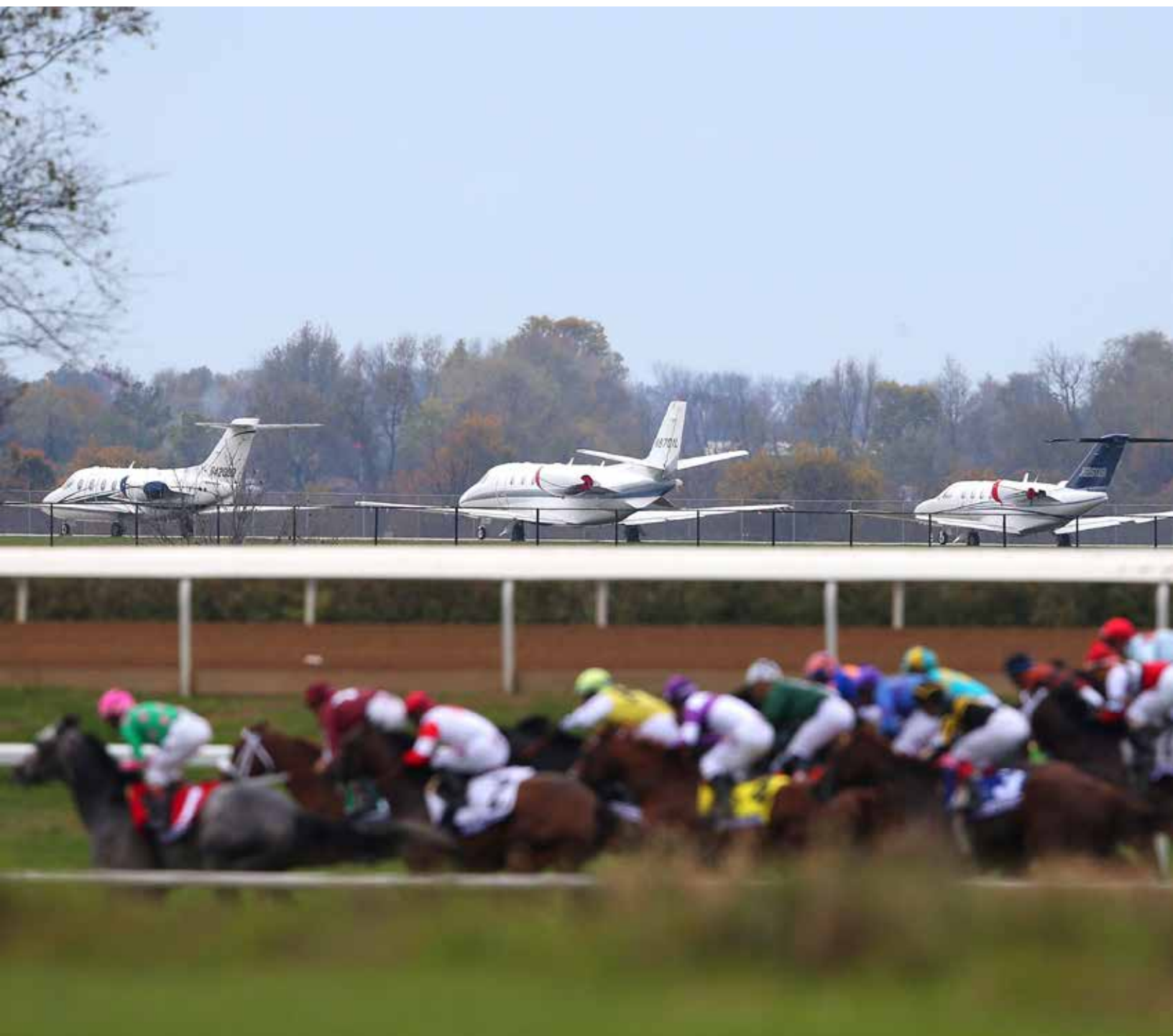


2016
MEDIA KIT

ABOUT THE TDN

The Thoroughbred Daily News is the racing industry's leading investment publication, informing its legion of high-net-worth subscribers everything they need to know to manage their equine business.

Serving tens of thousands of racehorse owners, breeders and industry professionals daily, the TDN is the industry's leading choice and #1 daily read.



The private jets of racehorse owners and TDN clients parked at Bluegrass Airport during the Breeders' Cup. *Getty Images.*

POWERFUL READERSHIP

The TDN's global network of high-end Thoroughbred affluencers are devoted to the product, and read it on the go.

Our typical reader:

- Has \$20+ million invested in racing and breeding
- Owns 10–500 racehorses
- Owns three or more homes
- Is highly educated and affluent
- Travels extensively for work, business and to see his or her horses race
- Interacts with the TDN several times a day
- Is not only a reader, but an advertiser

NOTABLE READERS

The TDN's clients include the owners of all of not only the largest Thoroughbred farms in the world, but also the founders, CEOs and owners of some of the world's largest companies, and heirs to the world's largest fortunes:

- Public Storage
- The House of Chanel
- Theory
- Helmut Lang
- NetJets
- Bessemer Trust
- Under Armour
- Body Armour
- Campbell's Soup
- Johnson & Johnson
- ...and more

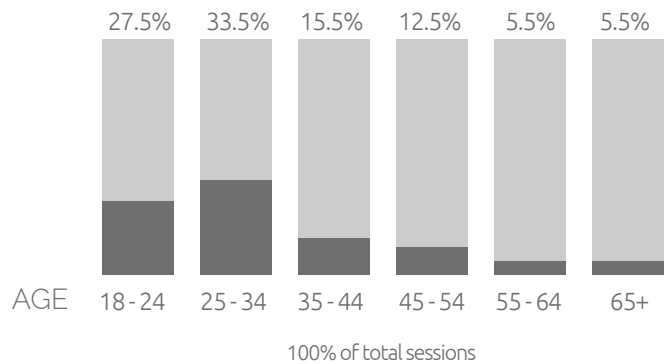


Sheikh Fahad
photo: Racing Post



DEMOGRAPHICS

55% MALE \ 45% FEMALE



METRICS

2016 AUDIENCE WEB METRICS:

Sessions: Up 13.54% (1,106,225)

New Sessions: Up 11.50%

Daily Average Downloads: 6,708

2016 ACQUISITION CHANNEL METRICS:

Direct: 44.2% (up 18.47%)

Organic Search: 19.7% (up 47.66%)

Referral: 10.2% (up 12%)

Social: 15.2% (up 29.59%)

2016 SOCIAL MEDIA METRICS:

Facebook: 23,000 likes

Twitter: 13,300 followers

YouTube: 64,731 views

Instagram: 12,500 followers

HOW READERS ACCESS THE TDN:

43.1% Desktop

39.7% Mobile

17.2% Tablet

The TDN's audience is always on the go to sales and races worldwide, but can access our suite of products via desktop, tablet, or mobile phone.

TECHNOLOGY

56% Mobile (38% phone, 18% tablet)

44% Desktop

DEVICES OUR READERS USE:

49% Apple iPhone (276,477 sessions)

27% Apple iPad (157,649 sessions)

23% Other (145,270 sessions)

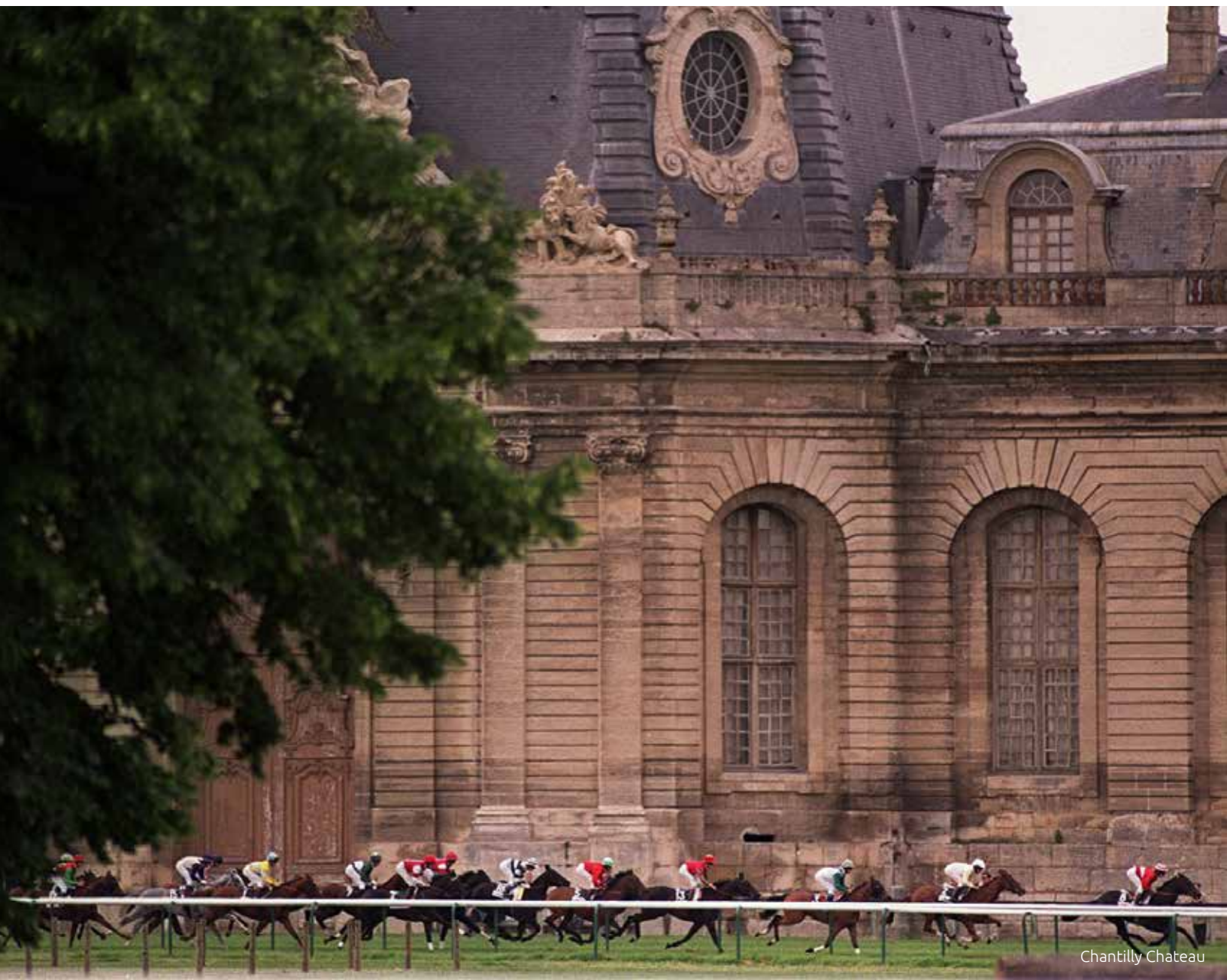
GLOBAL REACH

77% of our visitors are from the United States. The greatest number of visitors come from Kentucky, with the rest of the top 10 as follows:

1. Kentucky
2. Florida
3. New York
4. California
5. Texas
6. New Jersey
7. Pennsylvania
8. Illinois
9. Virginia
10. Ohio

Internationally, while we have visits from 196 countries and territories, the majority of our audience is made up of people in the major racing countries. Our top 10:

1. UK
2. Canada
3. Ireland
4. Australia
5. France
6. Japan
7. Argentina
8. Brazil
9. Italy
10. Germany



TESTIMONIALS

"I read the TDN first thing every morning. I get everything I need to know from all over the world."

AIDAN O'BRIEN

"TDN is the undisputed leader of daily bloodstock publications which makes it a can't miss when you wish to reach a wide, yet qualified target. The team is also great to deal with: they have an excellent understanding of our needs, regularly come up with innovative offers and are always very responsive to our requests."

**OLIVIER DELLOYE,
PRESIDENT, FRANCE-GALOP**

"Every night I look forward to reading 'tomorrow's' TDN. It guarantees that I'm ahead of the rest of the world for all my Thoroughbred news..."

**BOBBY FLAY,
CELEBRITY CHEF**



"The TDN is the go-to source of racing and sales information for our core customers."

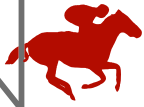
**BOYD BROWNING,
PRESIDENT & CHIEF EXECUTIVE OFFICER,
FASIG-TIPTON**

"When you want to know anything about thoroughbred racing in the USA or around the globe you simply need to turn to the Thoroughbred Daily News. For a service provider like International Racehorse Transport, it is a wonderful medium for reaching our worldwide client base."

**QUENTIN WALLACE,
INTERNATIONAL RACEHORSE TRANSPORT**

"Ding! Every night – the sound of my favorite email from TDN – letting me know what's going on in the world of Thoroughbred racing."

**BO DEREK,
ACTRESS**



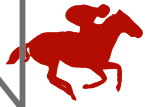
VERTICAL AD SIZES

HALF PAGE VERTICAL
3.85" X 9.9"

QUARTER PAGE VERTICAL
3.85" X 4.75"

VERTICAL AD AND A HALF
3.85" X 3.75"

VERTICAL SINGLE
3.85" X 2.5"



MASTHEAD
4" x 1"
(aligned to top-right of the page)

HORIZONTAL AD SIZES

HALF PAGE HORIZONTAL
7.9" X 5"

HORIZONTAL DOUBLE
7.9" X 2.5"

HORIZONTAL AD AND A HALF
7.9" X 1.87"

HORIZONTAL SINGLE
7.9" X 1.25"

AD PRICES: AMERICAN SECTION

AD TYPE	DIMENSIONS (WxH)	1X	CONTRACT RATE	REGIONAL RATE*
SINGLE	Vertical: 3.85" x 2.5" Horizontal: 7.9" x 1.25"	\$650	\$550	\$325
AD & A HALF	Vertical: 3.85" x 3.75" Horizontal: 7.9" x 1.87"	\$762.50	\$662.50	\$381.25
QUARTER PAGE	Vertical: 3.85" x 4.75" Horizontal: 7.9" x 2.5"	\$875	\$775	\$437.50
TRIPLE	7.9" x 3.75"	\$1,012.50	\$912.50	\$506.25
HALF PAGE	Vertical: 3.85" x 9.9" Horizontal: 7.9" x 5"	\$1,150	\$1,050	\$575
STANDARD FULL PAGE	8.5" x 11" (US Letter)	\$1,550	\$1,350	\$775
INSIDE FRONT FULL PAGE (includes color copying at sales)	8.5" x 11" (US Letter)	\$1,800	\$1,700	\$900
\$750 FULL PAGE (stallions standing for \$9,999 or less)	8.5" x 11" (US Letter)	\$750	\$750	\$750
INSIDE BACK FULL PAGE (stallions standing for \$5,000 or less)	8.5" x 11" (US Letter)	\$350	\$350	\$350
PAGE 1 MASTHEAD AD	4" x 1"	\$385	\$385	\$385
E-MAIL & INTERSTITIAL ADS	650px x 475px	\$500	\$500	\$500
MINI AD (1/16 page)	3.85" x 1.25"	\$350	\$350	\$350
TODAY IN THE TDN AD (page 2)	5.4" x 1.8"	\$400 (1-9X) • \$300 (10-19X) • \$200 (20+X)		
ALERT ADS	300px x 250px	\$3,000/month	\$28,000/year	
VIDEO FRAME ADS	Top: 700px x 70px Bottom: 700px x 70px	\$500/year per stallion	\$250/year freshman sires	
BULLET ADS (race results only)	3.85" x 0.2"	\$100 per	12 for \$1,000	

* **Regional rate** valid only for Sales consignments (excluding sales in Kentucky and the FT Saratoga Select Sale) and for ads for North American stallions standing outside Kentucky.

Please contact us for additional ad pricing, including Sales Flyers and Web Sponsorships, and for specific ad packages and sponsorships tailored to your needs. Volume discounts for \$75,000+ annual spend—call for details.

AD PRICES: EUROPEAN/INTERNATIONAL SECTION

The TDN is geo-located so that our subscribers in Europe, Asia, Australia, Africa & South America are served the International news first, followed by the American section, making it a true International paper for the top farms, owners, agents and buyers worldwide.

AD TYPE	DIMENSIONS (WxH)	RATE \$	RATE £*	RATE €*
PAGE 1 AD & A HALF (annual contract, once a week for 52 weeks)	Vertical: 3.85" x 3.75" Horizontal: 7.9" x 1.87"	\$12,000	£9,643	€11,369
INSIDE FRONT FULL PAGE (includes color copying at sales)	8.5" x 11" (US Letter)	\$900	£723	€853
STANDARD FULL PAGE	8.5" x 11" (US Letter)	\$750	£603	€711
HALF PAGE	Vertical: 3.85" x 9.9" Horizontal: 7.9" x 5"	\$600	£482	€568
QUARTER PAGE	Vertical: 3.85" x 4.75" Horizontal: 7.9" x 2.5"	\$350	£281	€332
AD & A HALF	Vertical: 3.85" x 3.75" Horizontal: 7.9" x 1.87"	\$300	£241	€284
INSIDE BACK FULL PAGE (stallions standing for \$5,000 or less)	8.5" x 11" (US Letter)	\$350	£281	€332

* Sterling and Euro comparisons as of November 23, 2016.



GET IN TOUCH

Originally founded in Lexington, Kentucky by the Thoroughbred Record, Bloodstock Research and Barry Weisbord in the mid-1980s, the Thoroughbred Daily News has been operated out of our offices in Red Bank, NJ since 1993 by Weisbord and business partner Sue Finley. Under its new direction, the TDN has grown from a three-page daily fax with 120 subscribers to the industry's favorite daily read, now received by 13,500 daily subscribers, and tens of thousands more online.

Our offices are open 7 days a week.

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