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.
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:
• 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
DEMOGRAPHICS

54% MALE \ 46% FEMALE

AGE

<table>
<thead>
<tr>
<th></th>
<th>18 - 24</th>
<th>25 - 34</th>
<th>35 - 44</th>
<th>45 - 54</th>
<th>55 - 64</th>
<th>65+</th>
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<tbody>
<tr>
<td>%</td>
<td>27.5%</td>
<td>33.5%</td>
<td>15.5%</td>
<td>12.5%</td>
<td>5.5%</td>
<td>5.5%</td>
</tr>
</tbody>
</table>

100% of total sessions

ANNUAL METRICS

AUDIENCE WEB METRICS:
Page views: 8,000,000 (up 35% from a year ago)
Active Users:
  (1 day) 9,823
  (7 day) 46,688
  (14 day) 102,570
  (28 day) 174,481
Annual unique users: 1,660,000 (up 35.9%)
Daily E-mail subscribers: 17,600
Daily Average Downloads: 5,248
Daily Average video streams: 6,900

SOCIAL MEDIA METRICS:
Facebook: 50,760 likes
Twitter: 26,500 followers
Instagram: 42,000 followers

HOW READERS ACCESS THE TDN:
Desktop: 32.5%
Mobile: 52.3%
Tablet: 15.2%

MOBILE DEVICES:
iPhone: 50%
iPad: 18%
Other: 32%
GLOBAL REACH

72% of our users are from the United States. The greatest number of visitors are from Kentucky, with the top 10 as follows:

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

Internationally, we had visits from 223 countries and territories in 2018, in the following order:

1. U.K.
2. Canada
3. Australia
4. Ireland
5. France
6. Japan
7. India
8. New Zealand
9. Germany
10. Peru
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
<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>DIMENSIONS (WxH)</th>
<th>GUIDELINES</th>
<th>1X</th>
<th>CONTRACT RATE</th>
<th>REGIONAL RATE*</th>
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<tr>
<td>SINGLE</td>
<td>Vertical: 3.85&quot; x 2.5&quot; OR Horizontal: 7.9&quot; x 1.25&quot;</td>
<td>JPG, RGB, 300dpi, no bleed</td>
<td>$650</td>
<td>$550</td>
<td>$325</td>
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<td>AD &amp; A HALF</td>
<td>Vertical: 3.85&quot; x 3.75&quot; OR Horizontal: 7.9&quot; x 1.87&quot;</td>
<td>JPG, RGB, 300dpi, no bleed</td>
<td>$762.50</td>
<td>$662.50</td>
<td>$381.25</td>
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<td>QUARTER PAGE</td>
<td>Vertical: 3.85&quot; x 4.75&quot; OR Horizontal: 7.9&quot; x 2.5&quot;</td>
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<td>$875</td>
<td>$775</td>
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<td>Vertical: 3.85&quot; x 7.32&quot; OR Horizontal: 7.9&quot; x 3.75&quot;</td>
<td>JPG, RGB, 300dpi, no bleed</td>
<td>$1,012.50</td>
<td>$912.50</td>
<td>$506.25</td>
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<tr>
<td>HALF PAGE</td>
<td>Vertical: 3.85&quot; x 9.9&quot; OR Horizontal: 7.9&quot; x 5&quot;</td>
<td>JPG, RGB, 300dpi, no bleed</td>
<td>$1,150</td>
<td>$1,050</td>
<td>$575</td>
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<td>STANDARD FULL PAGE</td>
<td>8.5&quot; x 11&quot; (US Letter)</td>
<td>PDF, RGB, 300dpi, no bleed, file size under 750 kb</td>
<td>$1,550</td>
<td>$1,350</td>
<td>$775</td>
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<tr>
<td>INSIDE FRONT FULL PAGE</td>
<td>8.5&quot; x 11&quot; (US Letter)</td>
<td>PDF, RGB, 300dpi, no bleed, file size under 750 kb</td>
<td>$1,800</td>
<td>$1,700</td>
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<tr>
<td>$750 FULL PAGE</td>
<td>(stallions standing for $9,999 or less)</td>
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<tr>
<td>INSIDE BACK FULL PAGE</td>
<td>(stallions standing for $5,000 or less)</td>
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<td>MINI (1/16 page)</td>
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<tr>
<td>PAGE 1 MASTHEAD</td>
<td>4&quot; x 1&quot;</td>
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<td>TODAY IN THE TDN (page 2)</td>
<td>5.4&quot; x 1.8&quot;</td>
<td>JPG, RGB, 300dpi, no bleed</td>
<td>$400 (1–9X); $300 (10–19X); $200 (20+X)</td>
<td>$400 (1–9X); $300 (10–19X); $200 (20+X)</td>
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<tr>
<td>HELP WANTED ADS</td>
<td>Any size up to 7.5&quot; x 6.25&quot;</td>
<td>JPG, RGB, 300dpi, no bleed</td>
<td>$350 (1X); $300 (2X or more)</td>
<td>$350 (1X); $300 (2X or more)</td>
<td>$350 (1X); $300 (2X or more)</td>
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<tr>
<td>E-MAIL &amp; INTERSTITIAL</td>
<td>650px x 475px</td>
<td>JPG or GIF, 72dpi, no bleed</td>
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<td>$250</td>
<td>$250</td>
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<td>LEADERBOARD</td>
<td>Open: 1170px x 350px Closed: 1170px x 65px AND Mobile: 600px x 95px</td>
<td>JPG or GIF, 72dpi, no bleed; the sum of all three graphics' file sizes should be less than 5 MB</td>
<td>$480</td>
<td>$25,000/year</td>
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<tr>
<td>NEWS &amp; FEATURES (ALERT ADS)</td>
<td>300px x 250px AND 728px x 150px</td>
<td>JPG or GIF, 72dpi, no bleed</td>
<td>$25,000/ year</td>
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<td>VIDEO FRAME</td>
<td>Top: 700px x 70px AND Bottom: 700px x 70px</td>
<td>JPG or GIF, 72dpi, no bleed</td>
<td>$500/year per stallion</td>
<td>$250/year freshman sires</td>
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<tr>
<td>BULLET (race results only)</td>
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<td>JPG, RGB, 300 dpi, no bleed</td>
<td>$100 per</td>
<td>12 for $1,000</td>
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</tbody>
</table>

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

Please contact us for additional ad pricing, and for specific ad packages and sponsorships tailored to your needs. Volume discounts for $75,000+ annual spend—call for details.
AD PRICES: EUROPEAN 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.

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>DIMENSIONS (WxH)</th>
<th>GUIDELINES</th>
<th>RATE $</th>
<th>RATE £*</th>
<th>RATE €*</th>
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<tr>
<td>PAGE 1 AD &amp; A HALF (annual contract, once a week for 52 weeks)</td>
<td>Vertical: 3.85” W x 3.75” H (9.53cm x 9.78cm) (97.79mm x 95.25mm) Horizontal: 7.9” W x 1.87” H (20.07cm x 4.75cm) (200.66mm x 31.75mm)</td>
<td>JPG, RGB, 300dpi, no bleed</td>
<td>$12,000</td>
<td>£9,622</td>
<td>€10,907</td>
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<td>£721</td>
<td>€818</td>
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<td>PDF, RGB, 300dpi, no bleed, file size under 750 kb</td>
<td>$750</td>
<td>£601</td>
<td>€682</td>
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<td>Vertical: 3.85” W x 9.9” H (9.78cm x 25.15cm) (97.79mm x 251.46mm) Horizontal: 7.9” x 5” (20.07cm x 12.7cm) (200.66mm x 127mm)</td>
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<td>$600</td>
<td>£481</td>
<td>€545</td>
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<td>QUARTER PAGE</td>
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<td>JPG, RGB, 300dpi, no bleed</td>
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<td>£280</td>
<td>€318</td>
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<td>JPG, RGB, 300dpi, no bleed</td>
<td>$300</td>
<td>£240</td>
<td>€272</td>
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<tr>
<td>EURO LEADERBOARD</td>
<td>Open: 1170px x 350px Closed: 1170px x 65px AND Mobile: 600px x 95px</td>
<td>JPG or GIF, 72dpi, no bleed; the sum of all three graphics’ file sizes should be less than 5 MB</td>
<td>$10,000 per year/ $200 per day</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HELP WANTED ADS</td>
<td>Any size up to 7.5” x 6.25”</td>
<td>JPG, RGB, 300dpi, no bleed</td>
<td>$350 (1X); $300 (2X or more) Includes 30-day listing on the TDN Website</td>
<td></td>
<td></td>
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* Sterling and Euro comparisons as of 24 September, 2019.
# 2019 Ad Pricing

2019 discounted rates are based on 2018 total spend

<table>
<thead>
<tr>
<th></th>
<th>single</th>
<th>ad &amp; 1/2</th>
<th>double/qpv</th>
<th>half-page</th>
<th>full page</th>
<th>inside front</th>
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</thead>
<tbody>
<tr>
<td>1x</td>
<td>$650</td>
<td>$762</td>
<td>$875</td>
<td>$1,150</td>
<td>$1,550</td>
<td>$1,800</td>
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<td>Contract rates (20,000/yr+ spend)</td>
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<td>$662</td>
<td>$775</td>
<td>$1,050</td>
<td>$1,350</td>
<td>$1,700</td>
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<td>$75,000 (5% off contract rates)</td>
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<td>$630</td>
<td>$735</td>
<td>$997</td>
<td>$1,282</td>
<td>$1,615</td>
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<td>$150,000 (10% off contract rates)</td>
<td>$495</td>
<td>$596</td>
<td>$697</td>
<td>$945</td>
<td>$1,215</td>
<td>$1,530</td>
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<td>$200,000 (15% off contract rates)</td>
<td>$468</td>
<td>$563</td>
<td>$660</td>
<td>$892</td>
<td>$1,147</td>
<td>$1,445</td>
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<td>$250,000 (20% off contract rates)</td>
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<td>$530</td>
<td>$620</td>
<td>$840</td>
<td>$1,080</td>
<td>$1,360</td>
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<td>$300,000 (27.5% off contract rates)</td>
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<td>$480</td>
<td>$562</td>
<td>$761</td>
<td>$979</td>
<td>$1,232</td>
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<td>$350,000 (35% off contract rates)</td>
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<td>$430</td>
<td>$504</td>
<td>$682</td>
<td>$877</td>
<td>$1,105</td>
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</table>

Unique spaces not subject to discount:
- Front page ad & a half - $48,000 per year
- Leaderboard ad on homepage - 52x on a fixed day (1 per week) - $25,000 per year
- Interstitial/e-mail ads - $250 per day
- Video Frame ads - $500 per stallion per year ($250 for freshman sires)
- $750 full pages for sires standing for $9,999 and under
- $350 full pages for sires standing for $5,000 and under
- $385 Headline News mastheads
- Alert ads - $25,000/year
- Bullet ads - 12 for $1,000 or $100 each
GET IN TOUCH

Originally founded in Lexington, Kentucky by the Thoroughbred Record and Bloodstock Research in the mid-1980s, the Thoroughbred Daily News has been operated out of our offices in Red Bank, NJ since 1993. 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 15,800 daily subscribers, and tens of thousands more online.

Our offices are open 7 days a week.

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