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, as well as more casual followers and fans, the TDN is the industry’s leading choice and #1 daily read, reaching over 2.2 million unique users per year.
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

![Chart showing age distribution](chart.png)

ANNUAL METRICS

AUDIENCE WEB METRICS:
- Page views: 8.22 million (up 8% from 2019)
- Active Users:
  - (1 day) 17,582
  - (7 day) 62,445
  - (14 day) 103,776
  - (28 day) 195,446
- Annual unique users: 2,262,308
- Daily E-mail subscribers: 19,250
- Daily Average Downloads: 5,248
- Daily Average video streams: 11,000

SOCIAL MEDIA METRICS:
- Facebook: 54,809 likes
- Twitter: 31,200 followers
- Instagram: 51,900 followers
- YouTube: 6,900 subscribers

HOW READERS ACCESS THE TDN:
- Desktop: 39%
- Mobile: 55%
- Tablet: 6.1%

MOBILE DEVICES:
- iPhone: 40%
- iPad: 9%
- Other: 51%
72% of our users are from the United States. The greatest number of visitors are from Kentucky, with the top 10 as follows:

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

Internationally, we had visits from 223 countries and territories in 2019, in the following order:

1. United Kingdom
2. Germany
3. Canada
4. Ireland
5. Australia
6. Brazil
7. France
8. Jamaica
9. Hong Kong
10. Italy
“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
# AD PRICES: NORTH AMERICAN SECTION

<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>
</tr>
</thead>
<tbody>
<tr>
<td>SINGLE</td>
<td>Vertical: 3.85” x 2.5” OR Horizontal: 7.9” x 1.25”</td>
<td>JPG, RGB, 300dpi, no bleed</td>
<td>$650</td>
<td>$550</td>
<td>$325</td>
</tr>
<tr>
<td>AD &amp; A HALF</td>
<td>Vertical: 3.85” x 3.75” OR Horizontal: 7.9” x 1.87”</td>
<td>JPG, RGB, 300dpi, no bleed</td>
<td>$762.50</td>
<td>$662.50</td>
<td>$381.25</td>
</tr>
<tr>
<td>QUARTER PAGE</td>
<td>Vertical: 3.85” x 4.75” OR Horizontal: 7.9” x 2.5”</td>
<td>JPG, RGB, 300dpi, no bleed</td>
<td>$875</td>
<td>$775</td>
<td>$437.50</td>
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<tr>
<td>TRIPLE</td>
<td>Vertical: 3.85” x 7.32” OR Horizontal: 7.9” x 3.75”</td>
<td>JPG, RGB, 300dpi, no bleed</td>
<td>$1,012.50</td>
<td>$912.50</td>
<td>$506.25</td>
</tr>
<tr>
<td>HALF PAGE</td>
<td>Vertical: 3.85” x 9.9” OR Horizontal: 7.9” x 5”</td>
<td>JPG, RGB, 300dpi, no bleed</td>
<td>$1,150</td>
<td>$1,050</td>
<td>$575</td>
</tr>
<tr>
<td>STANDARD FULL PAGE</td>
<td>8.5” x 11” (US Letter)</td>
<td>PDF, 300dpi, no bleed, file size under 750 kb</td>
<td>$1,550</td>
<td>$1,350</td>
<td>$775</td>
</tr>
<tr>
<td>INSIDE FRONT FULL PAGE</td>
<td>8.5” x 11” (US Letter)</td>
<td>PDF, 300dpi, no bleed, file size under 750 kb</td>
<td>$1,800</td>
<td>$1,700</td>
<td>$900</td>
</tr>
<tr>
<td>$750 FULL PAGE (stallions standing for $9,999 or less)</td>
<td>8.5” x 11” (US Letter)</td>
<td>PDF, 300dpi, no bleed, file size under 750 kb</td>
<td>$750</td>
<td>$750</td>
<td>$750</td>
</tr>
<tr>
<td>INSIDE BACK FULL PAGE (stallions standing for $5,000 or less; Real Estate ads; products &amp; services)</td>
<td>8.5” x 11” (US Letter)</td>
<td>PDF, 300dpi, no bleed, file size under 750 kb</td>
<td>$350</td>
<td>$350</td>
<td>$350</td>
</tr>
<tr>
<td>MINI (1/16 page)</td>
<td>3.85” x 1.25”</td>
<td>JPG, RGB, 300dpi, no bleed</td>
<td>$350</td>
<td>$350</td>
<td>$350</td>
</tr>
<tr>
<td>PAGE 1 MASTHEAD AD</td>
<td>4” x 1”</td>
<td>JPG, RGB, 300dpi, no bleed</td>
<td>$385</td>
<td>$385</td>
<td>$385</td>
</tr>
<tr>
<td>TODAY IN THE TDN (page 2)</td>
<td>5.4” x 1.8”</td>
<td>JPG, RGB, 300dpi, no bleed</td>
<td>$400 (1–9X); $300 (10–19X); $200 (20+)</td>
<td>$350</td>
<td>$350</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>$150 (1X); $100 (2X or more)</td>
<td>$100 per</td>
<td>12 for $1,000</td>
</tr>
<tr>
<td>E-MAIL &amp; INTERSTITIAL</td>
<td>650px x 475px</td>
<td>JPG or GIF, 72dpi, no bleed</td>
<td>$250</td>
<td>$250</td>
<td>$250</td>
</tr>
<tr>
<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>
<td></td>
</tr>
<tr>
<td>DIGITAL/ALERT ADS</td>
<td>300px x 600px AND 728px x 150px</td>
<td>JPG or GIF, 72dpi, no bleed</td>
<td>$25,000/year or $2,083.33/month</td>
<td>$2,083.33/month</td>
<td></td>
</tr>
<tr>
<td>VIDEO FRAME ADS</td>
<td>Top: 700px x 70px AND Bottom: 700px x 70px</td>
<td>JPG or GIF, 72dpi, no bleed</td>
<td>$500/year per</td>
<td>$250/year per</td>
<td></td>
</tr>
<tr>
<td>BULLET (race results only)</td>
<td>3.85” x 0.2”</td>
<td>JPG, RGB, 300 dpi, no bleed</td>
<td>$100 per</td>
<td>12 for $1,000</td>
<td></td>
</tr>
</tbody>
</table>

* Regional rate valid only for Sales consignments (excluding sales in Kentucky, the FT Saratoga Select Sale & FT Gulfstream Sale), training centers, and 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.
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 in INCHES (WxH)</th>
<th>GUIDELINES</th>
<th>RATE $</th>
<th>RATE £*</th>
<th>RATE €*</th>
</tr>
</thead>
<tbody>
<tr>
<td>PAGE 1 AD &amp; A HALF</td>
<td>Vertical: 3.85” W x 3.75” H OR Horizontal: 7.9” W x 1.87” H</td>
<td>JPG, RGB, 300dpi, no bleed</td>
<td>$12,000</td>
<td>£8,747</td>
<td>€9,887</td>
</tr>
<tr>
<td>(annual contract, once a week for 52 weeks)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>INSIDE FRONT FULL PAGE</td>
<td>8.5” W x 11” H (US Letter)</td>
<td>PDF, RGB, 300dpi, no bleed, file size under 750 kb</td>
<td>$900</td>
<td>£656</td>
<td>€742</td>
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<tr>
<td>STANDARD FULL PAGE</td>
<td>8.5” W x 11” H (US Letter)</td>
<td>PDF, RGB, 300dpi, no bleed, file size under 750 kb</td>
<td>$750</td>
<td>£547</td>
<td>€618</td>
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<tr>
<td>HALF PAGE</td>
<td>Vertical: 3.85” W x 9.9” H OR Horizontal: 7.9” W x 5” H</td>
<td>JPG, RGB, 300dpi, no bleed</td>
<td>$600</td>
<td>£437</td>
<td>€494</td>
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<tr>
<td>QUARTER PAGE</td>
<td>Vertical: 3.85” W x 4.75” H OR Horizontal: 7.9” W x 2.5” H</td>
<td>JPG, RGB, 300dpi, no bleed</td>
<td>$350</td>
<td>£255</td>
<td>€288</td>
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<tr>
<td>AD &amp; A HALF</td>
<td>Vertical: 3.85” W x 3.75” H OR Horizontal: 7.9” W x 1.87” H</td>
<td>JPG, RGB, 300dpi, no bleed</td>
<td>$300</td>
<td>£218</td>
<td>€247</td>
</tr>
<tr>
<td>EURO LEADERBOARD</td>
<td>3 Graphics Needed: 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>EURO DIGITAL ADS</td>
<td>300px x 600px AND 728px x 150px</td>
<td>JPG or GIF, 72dpi, no bleed</td>
<td>$12,000/year or $1,000/month</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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</tbody>
</table>

*Sterling and Euro comparisons as of 29 January, 2021
## 2021 AD PRICING – VOLUME DISCOUNTS

2021 discounted rates are based on 2020 total spend

<table>
<thead>
<tr>
<th></th>
<th>SINGLE</th>
<th>AD &amp; A HALF</th>
<th>DOUBLE/QPV</th>
<th>HALF PAGE</th>
<th>FULL PAGE</th>
<th>INSIDE FRONT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1x</strong></td>
<td>$650</td>
<td>$762</td>
<td>$875</td>
<td>$1,150</td>
<td>$1,550</td>
<td>$1,800</td>
</tr>
<tr>
<td><strong>Contract rates</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>($20,000/yr+ spend)</td>
<td>$550</td>
<td>$662</td>
<td>$775</td>
<td>$1,050</td>
<td>$1,350</td>
<td>$1,700</td>
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<tr>
<td><strong>$75,000/year spend</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>(5% off contract rates)</td>
<td>$523</td>
<td>$630</td>
<td>$735</td>
<td>$997</td>
<td>$1,282</td>
<td>$1,615</td>
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<tr>
<td><strong>$150,000/year spend</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(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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<tr>
<td><strong>$200,000/year spend</strong></td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>(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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<tr>
<td><strong>$250,000/year spend</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(20% off contract rates)</td>
<td>$440</td>
<td>$530</td>
<td>$620</td>
<td>$840</td>
<td>$1,080</td>
<td>$1,360</td>
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<tr>
<td><strong>$300,000/year spend</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(27.5% off contract rates)</td>
<td>$399</td>
<td>$480</td>
<td>$562</td>
<td>$761</td>
<td>$979</td>
<td>$1,232</td>
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<tr>
<td><strong>$350,000/year spend</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>(35% off contract rates)</td>
<td>$357</td>
<td>$430</td>
<td>$504</td>
<td>$682</td>
<td>$877</td>
<td>$1,105</td>
</tr>
</tbody>
</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 / $480 per day
- 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 masthead ads
- Digital/Alert ads - $25,000/year
- Bullet ads - $100 each or 12 for $1,000
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"

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

The Thoroughbred Daily News is the world’s largest and most widely read Thoroughbred eNewspaper, reaching 1.75 million unique users per year. Each day’s TDN offers horse racing news, results, analysis, horse racing entries. And more. Over 18,000 breeders, owners and industry professionals subscribe to the daily paper, while others find us online or use our TDN app. Originally founded in the mid-1980s as a three-to-five page daily fax with 120 subscribers, the TDN now encompasses a website with breaking news, the daily paper, a mobile magazine (TDN Look), a podcast, and video features. Products are geolocated to serve the intended audience with their local news and race results. The TDN is published in Red Bank, New Jersey in the Jersey Shore region. Call us at (732) 747-8060.

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