THOROUGHBRED DAILY NEWS

2022 MEDIA KIT

21,400+ Subscribers and counting...
9.6 MILLION Page Views
LEADING Thoroughbred Industry Publication for Racehorse Investors
WHAT IS THE THOROUGHBRED DAILY NEWS (TDN)?

The TDN is the world’s most-read and respected publication covering the Thoroughbred industry. The core product, a downloadable daily newspaper, is published 363 days per year, and provides the daily information Thoroughbred racehorse investors need to make smart business decisions about their holdings.
The TDN also features an active news site, a podcast channel which includes the industry’s most popular podcast (The TDN Writers’ Room), push alerts, a video channel, proprietary iOS and Android apps, and research tools. The content is geo-targeted, with users logging on from Europe fed Euro-first content, and Americans receiving American content first. All users have access to all content.
OUR REACH

Read in 180 countries around the world, the TDN reaches 3.5 million unique users per year, and an inside circle of 22,000 super-users in the Thoroughbred industry who have signed up for a daily email informing them when each night’s paper has been posted.

**IN TODAY’S TDN**

**In TDN America:**
Bill Finley takes the temperature of the general public and mainstream media as people react to Medina Spirit (Protonico)’s demise, Seth Fishman allegedly continues to sell PEDs even while awaiting trial and Dan Ross reports from the University of Arizona’s annual Global Symposium on Racing.

**In TDN Europe:**
French police raided the stables of trainers Frederic, Cedric and Charley Rossi on Tuesday. Group 1 winner, and influential sire Chezir (Aus) (Danehill Dancer [Ire]) has died at the age of 22 at Coolmore Australia.
OUR READERS AND OUR ADVERTISERS

Those super-users include billionaires from all over the world: heads of state, owners of Fortune 500 companies, America’s largest landowner, multimillionaires, and the UHNW individuals in America, and those investing in America.

And they’re not just our readers. They’re our advertisers, giving them a connection to the product that is unparalleled at all but a select few publications in the world.

TESTIMONIALS

“I read the TDN first thing every morning. I get everything I need to know from all over the world.”
Aidan O’Brien

“The 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
WHO ARE THEY?

**Michael Dubb**, New York State’s largest residential developer, reads the TDN daily, and also uses it to sell multi-million dollar homes near racetracks.

**THE OWNERS OF CHANEL RACE IN AMERICA AND FRANCE**

**Gerald and Alain Wertheimer**, the French billionaire owners of Chanel, open the TDN an average of seven times per day, and open virtually every push alert they receive from us.

**IRELAND’S WEALTHIEST**

**John Magnier**, the Irish billionaire with real estate holdings around the world, prints out the TDN every day, scribbles notes in the margins, and sends them to his associates. He owns Thoroughbred farms on three continents, is our biggest single advertiser. His son, M.V., who will take over the empire, never misses the Writers’ Room podcast, and has just become a sponsor. They have a robust American business, standing two Triple Crown winners at their Ashford Stud in Kentucky.
Standard Oil’s Farish Family, which hosts the Queen of England on her American visits, is our second-largest advertiser, and communicates with us daily. The Queen advertises her stallion, Recorder, in the TDN.

Sheikh Mohammed, The Ruler of Dubai, also owns Thoroughbred farms on three continents, including North America, and is our third-largest advertiser. His U.S.-based Thoroughbred auction company, Fasig-Tipton, is our fourth-largest advertiser, making his total spend with us annually around three-quarters of a million dollars.
The rest of the top 10 includes billionaires in communications (Excel’s Kenny Troutt), the family that owned the Pittsburgh Pirates (the Galbreaths), George Soros’s equine operation (SF Bloodstock), and the farm owned by the billionaire founder of Public Storage, the late B. Wayne Hughes, whose family now takes over the operation.

Kenny Troutt accepting WinStar’s Eclipse Award for Outstanding Breeder, January 28, 2021.

Public Storage’s B. Wayne Hughes (left) after winning America’s richest race, the Breeders’ Cup Classic.
AMERICAN INDUSTRIALISTS

A younger, robust group of American and international investors interacts daily with the TDN and enjoys being featured in our pages.

For people who don’t own a sports team, a racing stable is the next best thing.

People like:

• Jim Bakke, the CEO and owner of Sub-Zero/Wolf.

• Energy titan Paul Farr, who is developing a $130 million complex, Titletown, outside of Lambeau Field. Being featured in the TDN, he said, “made his decade.”

• Bobby Flay, the restaurateur and celebrity chef.

• The American industrialist Peter Brant; fashion titan Andrew Rosen; the founder of Blue Buffalo dog food, who sold the company to General Mills for $800 million... and thousands like them read and interact with us daily.
RACING IS THEIR PASSION

These people have two things in common: Racing is their passion, and the TDN helps them to enjoy it—and profit from it. They are entrepreneurs and businesspeople, constantly investing in new projects, actively engaged in the business of amassing wealth, and requiring financing.

UHNWIs

The TDN’s core audience is made up of ultra-high-net worth individuals, like Leucadia Asset Management’s Sol Kumin (right), who primarily invests in successful horses already racing, purchasing pieces of them to enjoy in partnership groups made up of his friends. Florida Panthers’ owner Vinnie Viola and BodyArmor’s Mike Repole spent $16 million on young Thoroughbreds this year alone.

Florida Panthers owner and billionaire businessman Vinnie Viola (left) embraces Mike Repole, the founder of Glaceau (VitaminWater, SmartWater and BodyArmor), after a shared win in the Breeders’ Cup Classic.
ANNUAL METRICS

AUDIENCE WEB METRICS:
Annual unique users: 3.5 million
Daily e-mail subscribers: >21,400
Daily Average Downloads: >7,250
Daily Average video streams: >11,230

HOW READERS ACCESS THE TDN:
Desktop: 22.4%
Mobile: 73.1%
Tablet: 4.5%

SOCIAL MEDIA METRICS:
Twitter: >36.1k followers
Facebook: >66,500k followers; 56,300+ likes
Instagram: >53.6k followers
YouTube: >9.12k subscribers

DEMOGRAPHICS

54% MALE \ 46% FEMALE

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<th>25 - 34</th>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>100% of total sessions</td>
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</tbody>
</table>

Queen Elizabeth II of the United Kingdom

Kate Upton
IN TDN EUROPE TODAY
A GOLDEN OPPORTUNITY AT SUMBE
Commonwealth Cup winner Golden Horde is preparing to stand his second season in France at Saint-regular. Click or tap here to go straight to TDN Europe.

VALUE SIRES, PART V:
FIRST SOPHOMORES IN '22
by Chris McGrath
So, finally, we come to a group of stallions that has at least offered some initial indication of their competence actually to produce a runner. Not that the market tends to enjoy this process! Its nervousness about sires at this stage of their career makes it easy to see why so much investment is instead concentrated in that period of grace when they haven’t yet been exposed in such heartless fashion.

Yes, the one or two that are prompt to seize their chance are instantly on their way: their second crop soars at the sales, their fees are hiked, and their next books are oversubscribed. Those that miss out on early headlines, in contrast, find themselves in danger of being discarded almost as hastily. Never mind that some of them could never have been sensibly expected to come up with precocious stock and never mind that a game-changing difference can be made by a single high achiever, wildly distorting an essential parity in underlying ratios. (As such, moreover, it can come down to sheer luck whether or not a particular sire’s best prospect happens to get across that highwire of health and soundness).

In fairness, there’s a corollary to the complaint that the monster books herded by so many rookie sires are excessive. Because so long as that remains the case, then actually it’s pretty reasonable to reach a few conclusions according to the fortunes of their debut crops. Cont. p3

UNDER MICROSCOPE OF HEIGHTENED VIGILANCE, RACING AT LAUREL A ‘GO’
by T.D. Thornton
Amid glowing opinions from stakeholders that the work-in-progress new dirt surface at Laurel Park has improved dramatically after eight equine fatalities from main-track fractures there this autumn, racing has been greenlighted to proceed as scheduled Dec. 16 for the first time in 18 days.

The Maryland Racing Commission (MRC) determined during a Tuesday tele-meeting that it didn’t technically need to take a vote for racing to resume, but the board made sure to solicit ample feedback from jockeys, trainers, track executives, track surface consultants and veterinarians before issuing a verbal approval for Thursday’s already-drawn card.

Cont. p10

“Pretty good value at his opening fee, as the market has immediately confirmed. He looked great value, last year, at $35,000. So what can we call him at $30,000? ...this is a very generous fee.”

-Chris McGrath

#1 Freshman Weanling Sire
CURLIN’S FINEST.
OMAHA BEACH
SPENDTHRIFT

The 1/6 front page (bottom right).

The inside front cover (below) is the most premium placement we offer by size and position, appearing on page 2 in that day’s downloadable PDF, and as the inside front cover when the TDN is printed at Thoroughbred sales and auctions around the country (approximately 150 days per year in the U.S.)
The email/interstitial ad (below) is contained in each of the 21,000 emails we send out each day, and also displays onscreen while readers wait for their papers to download.

As the most prominent ad on the TDN homepage, the leaderboard (right) is the first thing people see when they come to the site, offering a large version on first view, and a closed version on subsequent views, as well as a mobile version.
All of our newsletter ads from full page to 1/16 page are available on an unlimited basis within our daily PDF in an optional horizontal or vertical layout. Each ad always runs on a page of its own (with some exception to sponsorship boxes/ads). Most run on a first-come-first-serve basis (first 3-5 pages are often on annual contract) and can be booked as late as the day before the ad is scheduled to run.

See rate card for complete size options, specific dimensions and pricing.
### 2022 RATE CARD: TDN NORTH AMERICA

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<th>PUBLICATION (PRINT)</th>
<th>DIMENSIONS (WxH)</th>
<th>GUIDELINES</th>
<th>DAILY RATE</th>
<th>CONTRACT</th>
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<td>JPG, RGB, 300dpi, no bleed</td>
<td>$400 (1–9X); $300 (10–19X); $200 (20+X)</td>
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<tr>
<td>HELP WANTED ADS Incl. 30-day listing on the TDN Careers Page</td>
<td>Any size up to 7.5” x 6.25” – Displayed within our full page TDN Careers page template</td>
<td>JPG, RGB, 300dpi, no bleed</td>
<td>$350 (1X); $300 (2X or more)</td>
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<td>BULLET ADS (race results only)</td>
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**DIGITAL ADVERTISING**

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<th>DIMENSIONS (WxH)</th>
<th>GUIDELINES</th>
<th>DAILY</th>
<th>CONTRACT</th>
<th>REGIONAL*</th>
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</table>
| E-MAIL & INTERSTITIAL AD   | 650px x 475px   | JPG or GIF, 72dpi, no bleed | $250 per day  
*Note: changing to $300 per day starting 6/1/22 | ---------- | ---------- |
| EXPANDABLE LEADERBOARD AD (Displayed on TDN America homepage) | Open: 1170px x 350px  
Closed: 1170px x 65px  
AND  
Mobile: 600px x 95px | JPG or GIF, 72dpi, no bleed; the sum of all three graphics’ file sizes should be less than 5 MB | $480 | $25,000/year | ---------- |
| DIGITAL/ALERT ADS          | 300px x 600px AND  
728px x 150px | JPG or GIF, 72dpi, no bleed | $2,500/month | | | |
| VIDEO FRAME ADS            | Top: 700px x 70px AND  
Bottom: 700px x 70px | JPG or GIF, 72dpi, no bleed | $500/year per stallion | $250/year freshman sires | ---------- |
| STALLION LINKS             | ---             | ---        | $500/year per stallion | $250/year freshman sires | ---------- |

*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.
## 2022 VOLUME DISCOUNTS

Volume discounts for $75,000+ annual spend. 2022 discounted rates are based on 2021 total spend.

<table>
<thead>
<tr>
<th></th>
<th>1/8 PAGE</th>
<th>1/6 PAGE</th>
<th>1/4 PAGE</th>
<th>1/2 PAGE</th>
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<th>FULL PAGE (INSIDE FRONT)</th>
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<td><strong>Contract rates</strong></td>
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<td>($20,000/yr.+ spend)</td>
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<td><strong>$150,000/year spend</strong></td>
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**Unique spaces not subject to discount:**
- Page 1 ad (1/6 page) - 52x on a fixed day (1 per week) - $48,000 per year / $925 per day
- Leaderboard ad on homepage - 52x on a fixed day (1 per week) - $25,000 per year / $480 per day
- E-mail/Interstitial ads - $250 per day (increases to $300 June 1, 2022)
- Video Frame ads and Stallion Links - $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 - $2,500/month
- Bullet ads - $100 each or 12 for $1,000
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.

### Publication (Print)

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<th>PAGE 1 – 1/6 PAGE</th>
<th>DIMENSIONS (WxH)</th>
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<th>RATE £*</th>
<th>RATE €*</th>
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### Digital /Website Advertising

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<td>JPG or GIF, 72dpi, no bleed</td>
<td>$12,000/year or $1,000/month</td>
</tr>
</tbody>
</table>

*Sterling and Euro comparisons as of 14 December, 2021. To check current exchange, go to https://www.xe.com/*
GET IN TOUCH

CONTACT
Publisher & CEO:
Sue Finley
suefinley@thetdn.com

Senior Vice President:
Gary King
garyking@thetdn.com

Director of Advertising:
Alycia Borer
advertising@thetdn.com

TDN
THOROUGHBRED DAILY NEWS

60 Broad Street, Suite 100 | Red Bank, NJ 07701
Phone 732-747-8060

www.thoroughbreddailynews.com
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Gary Barber, former Chairman and CEO, MGM with Tyler Gaffalione
photo: Horsephotos