

photo: Sarah Andrew

TDN
THOROUGHBRED DAILY **NEWS**

2026 MEDIA KIT

13M+
Annual views

2.3M+
Homepage views

5.25k
Daily Downloads

4.7M
Annual Users

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 informed business decisions about their holdings.


TDN
THOROUGHBRED DAILY NEWS
SUNDAY, NOVEMBER 2, 2025

WINSTAR OPEN HOUSE NOV. 4–12 11 A.M. TO 2 P.M.

FOREVER YOUNG RISES TO THE OCCASION, TURNS TABLES IN BREEDERS' CUP CLASSIC

Breeders' Cup/Eclipse Sportswire

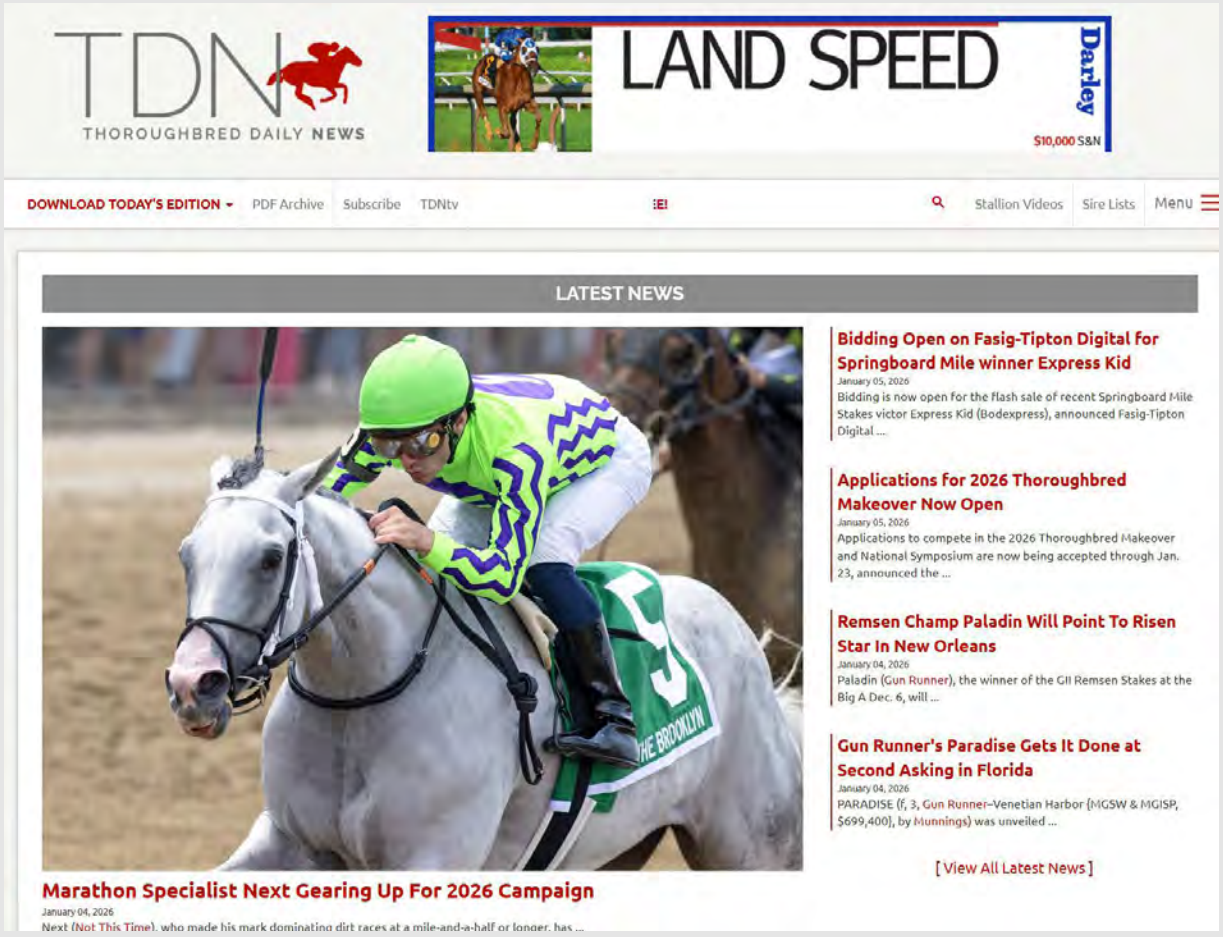
TODAY IN THE TDN

ETHICAL DIAMOND A SHOCK WINNER OF THE TURF
JUDDMONTE HOMEBRED SCYLLA IS SUBLIME IN DISTAFF
BENTORNATO COMPLETES D'ANGELO DOUBLE IN SPRINT
GODOLPHIN WINS FOURTH MILE WITH NOTABLE SPEECH
GEZORA WINS THE FILLY & MARE TURF FOR BRANT
FILLY SHISOSPICY WIRES THE BOYS IN TURF SPRINT
NYSOS WINS STABLEMATE PHOTO FOR DIRT MILE GLORY
SPLENDORA BEST OF THE BAFFERTS IN FILLY & MARE SPRINT

IN TDN EUROPE

INTERNATIONALS SHINE BRIGHT LIKE A DIAMOND AT DEL MAR
MAKING WAVES: BREEDERS' CUP BONANZA

Mighty Spicy!
SHISOSPICY-G1
Only the seventh 3yo filly to defeat older males in Breeders' Cup history.
Congrats to her connections.
MITOLE
$10,000 S&N
SPENDTHRIFT


TDN
THOROUGHBRED DAILY NEWS

LAND SPEED
Darley
$10,000 S&N

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LATEST NEWS

Bidding Open on Fasig-Tipton Digital for Springboard Mile winner Express Kid
January 05, 2026
Bidding is now open for the flash sale of recent Springboard Mile Stakes victor Express Kid (Bodexpress), announced Fasig-Tipton Digital ...

Applications for 2026 Thoroughbred Makeover Now Open
January 05, 2026
Applications to compete in the 2026 Thoroughbred Makeover and National Symposium are now being accepted through Jan. 23, announced the ...

Remsen Champ Paladin Will Point To Risen Star In New Orleans
January 04, 2026
Paladin (Gun Runner), the winner of the GII Remsen Stakes at the Big A Dec. 6, will ...

Gun Runner's Paradise Gets It Done at Second Asking in Florida
January 04, 2026
PARADISE (f, 3, Gun Runner–Venetian Harbor (MGSW & MGISP, $699,400), by Munnings) was unveiled ...

[View All Latest News]

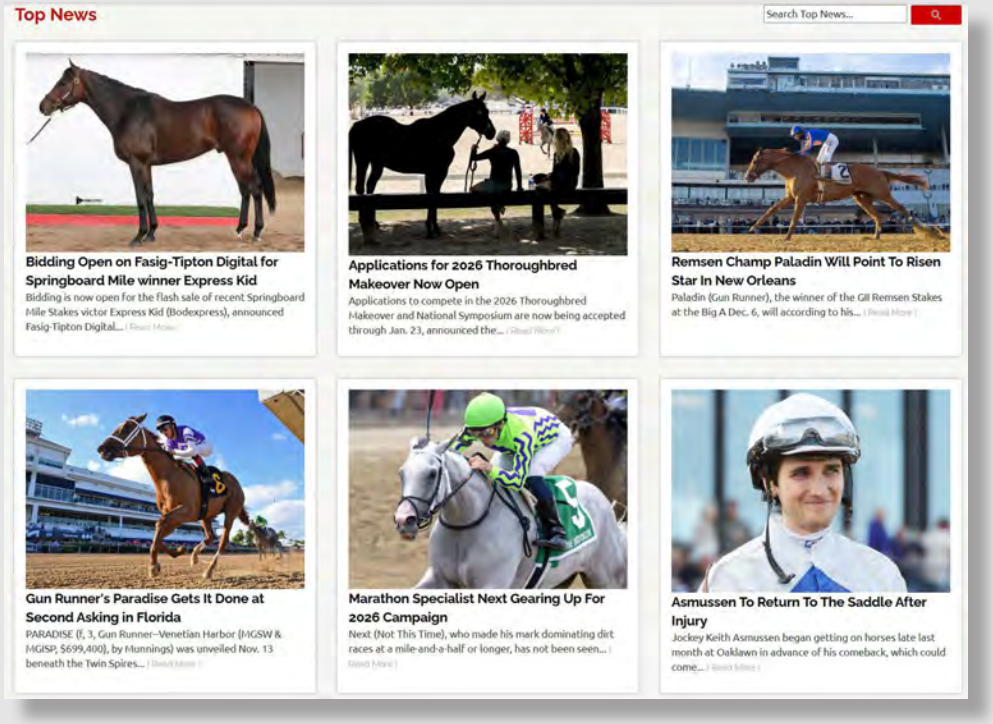
Marathon Specialist Next Gearing Up For 2026 Campaign
January 04, 2026
Next (Not This Time), who made his mark dominating dirt races at a mile-and-a-half or longer, has ...

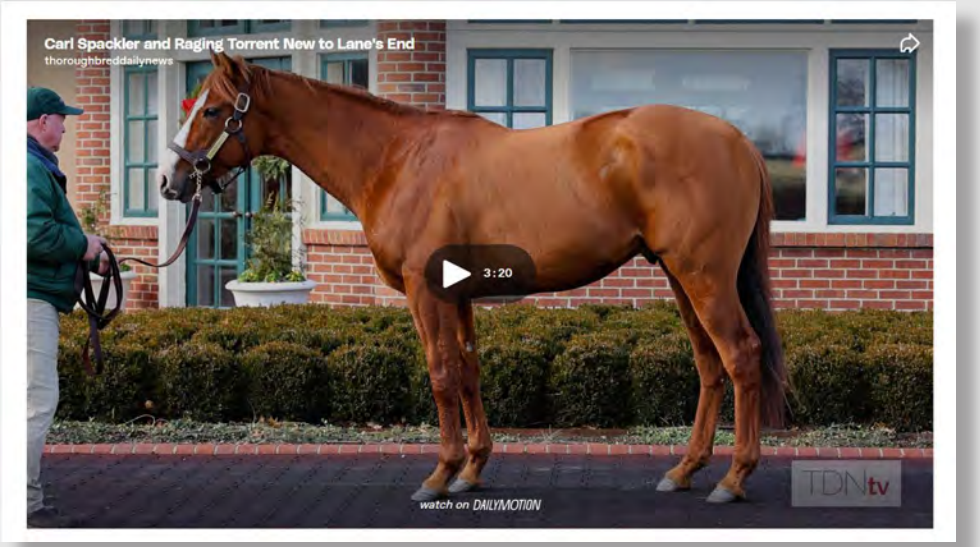

photo: Sarah Andrew

OUR PRODUCTS

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 235 countries around the world, the TDN reaches 4.7 million unique users per year, and an inside circle of 17,000 super-users in the Thoroughbred industry who have signed up for a daily email informing them when each night's paper has been posted.



TDN THOROUGHBRED DAILY NEWS

January 5, 2026

Click here to download today's edition at thetdn.com



IN TODAY'S TDN

TESTIMONIALS

I look forward to reading the TDN every night to keep up with what's happened in the world of racing, breeding and the sales that day. The race reports, and the excellent editorials from the staff writers are integral to my business of breeding in both the US and Europe. I use the RESEARCH bar when I'm curious about a certain stallion or a sales archive and I actually study the ads to keep up with stud fees, updates and/or horses added as a supplement to a sale. The TDN is my daily "go-to" for thoroughbred info.

| **Chef Bobby Flay**



The TDN is my go-to for up-to-date news. I appreciate the immediate updates on my phone. I love getting the news in real time. I enjoy their honest view of the sport and their willingness to report the story whether it's good or bad. As someone who is now buying horses all over the world, I need an international paper that tells it like it is.

| **Entrepreneur Mike Repole**



I read the TDN as soon as I arrive in the office in the morning. It is a pleasure to read it every day. It is a very enjoyable source of precise information for the Thoroughbred industry around the world. It helps me a lot and I couldn't do without it.

| **Henri Bozo, Ecurie des Monceaux**



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

| **Boyd Browning, President & Chief Executive Officer, Fasig-Tipton**

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

| **Trainer 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, Arqana**

OUR READERS AND ADVERTISERS

Our super-users include billionaires from all over the world: heads of state, owners of Fortune 500 companies, America's largest landowner, and UHNW individuals from all over the world. And they're not just our readers: they're our advertisers, giving them a connection to the publication that is unheard of at all but a select few publications in the world.

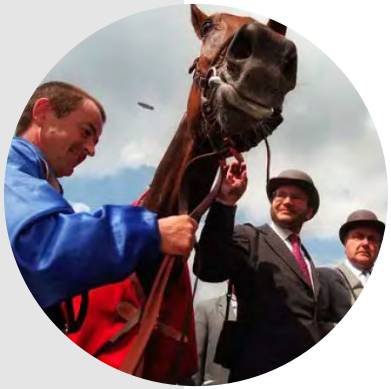




Peter Brant, American industrialist and art collector Peter Brant is a daily reader and frequent advertiser.

John Magnier, the Irish billionaire with real estate holdings around the world, writes notes in the TDN's margins every day and sends them to his associates. He owns Thoroughbred farms on three continents.





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

AFFLUENT INVESTORS

Our top 10 advertisers include the ruling family of Dubai, the Standard Oil family, 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 runs the operation.



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



Eric Gustavson, B. Wayne Hughes's son-in-law, is the owner of Spendthrift Farm.

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."

Peter Brant's Racing Renaissance

Monday, November 19, 2018 at 5:48 pm | Back to: Shared News, Today's Edition
Updated: November 19, 2018 at 5:50 pm

Previous Story | Next Story

By *Chris McGrath*



Peter Brant attends the "Warhol" Exhibition Press Conference and Press Preview at Palazzo Reale in Milan, Italy | *Getty Images*

His father always told him how his were "the first footsteps in the snow." Long days, hard work, crepe paper and cork factories: a classic immigrant tale of New York. But there was an intellectual legacy, too. The man spoke 13 languages. Thirteen! Now Peter Brant is in turn reiterating to the next generation-and he has no fewer than nine children-that wealth alone is no guarantee of fulfilment, that it must be sustained by engagement with the challenges and beauty of a world widened by privilege.

"I had a father I was very close to, and not a day goes by where I don't think about him," Brant says. "He was a great man. And he always told me that what you have between your ears is all you've got. And never to count on anything other than that, because it will lead to misfortune. And I try to tell the same thing to my kids."

Sure enough, while his twin passions plainly require uncommon funds, both his art collection and his racing stable measure resources of quite another kind, if equally rare. For both answer the same kind of inner need.

- 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.

There's No Cooling Off Sub-Zero's Jim Bakke

Tuesday, August 31, 2021 at 11:27 am | Back to: Shared News

Previous Story | Next Story

By *Bill Finley*



Jim Bakke | *Subzero-Wolf*

Owner Jim Bakke's experience in horse racing has been fairly typical. He started off with a small stable, didn't have much success and waited for his day to come. It looks like he's not going to have to wait any longer.

Along with Gerald Isbister, Bakke is the co-owner of **'TDN Rising Star' Jack Christopher** (Munnings), a Chad Brown-trained colt who brought down the house Saturday with an 8 3/4-length maiden win at Saratoga. Jack Christopher, who is named for Bakke's six-month-old grandson, will head to the GI Champagne S., which could be a springboard to the GI Breeders' Cup Juvenile. Bakke is also the owner of **Girl With a Dream** (Practical Joke). She broke her maiden impressively on July 24 at Ellis Park and will make her next start in Sunday's GI Spinaway S. for trainer Brad Cox. The hope is that she will earn her way to the GI Breeders' Cup Juvenile Fillies.

Jack Christopher earned a 92 Beyer figure, just one point less than the leader among 2-year-olds, Big City Lights (Mr. Big).

Major Boost to Farr-Sighted Program

Monday, October 4, 2021 at 11:27 am | Back to: Shared News
Updated: October 4, 2021 at 11:27 am

Previous Story | Next Story

By *Chris McGrath*



Major General (white bridle, inside) gets up in the Iroquois | *Coady*

It is still relatively early days in his Turf adventure. But no matter how much Paul Farr can build on what is fast becoming a pretty serious commitment, he may never experience a more succinct sample of its ups and downs–and how bewilderingly entwined those tend to be–than his debut involvement in a graded stakes.

That came just a few days ago, in the GIII Iroquois S. at Churchill: the first chance to bank starting points for a certain race staged on the same track next May. Time to start dreaming. Unfortunately Magnolia Midnight (Midnight Storm), a Colonial Downs maiden winner owned in partnership by his Titletown Racing Stables, dropped right out to finish last behind Major General (Constitution). On the other hand, the exciting winner happens to be the first foal out of an unraced daughter of Uncle Mo, No Mo Lemons, Farr had acquired from the estate of the late Gerry Dilger for just $70,000 at Keeneland last November.

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.



"I understand why people spend millions of dollars chasing this dream." Former Philadelphia Phillies outfielder Jayson Werth is a new investor in the sport, winning the 2024 Belmont Stakes with his horse Dornoch.



UHNWIs

The TDN's core audience is made up of ultra-high-net worth individuals, like Leucadia Asset Management's **Sol Kumin** (above), 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 spend tens of millions in the sport annually.

ANNUAL METRICS

AUDIENCE WEB METRICS:

- Annual users: > 4.7 Million
- Daily e-mail subscribers: >17,000
- Daily Average downloads: >5,250
- Daily Average video streams: 30,000
- Homepage videos: 20+ million

HOW READERS ACCESS THE TDN:

- Desktop: 27.6%
- Mobile: 68.4%
- Tablet: 4.1%

SOCIAL MEDIA METRICS:

>65k followers

>100k followers

>TDN YouTube channel:
Subscribers: 17,000

>100k followers



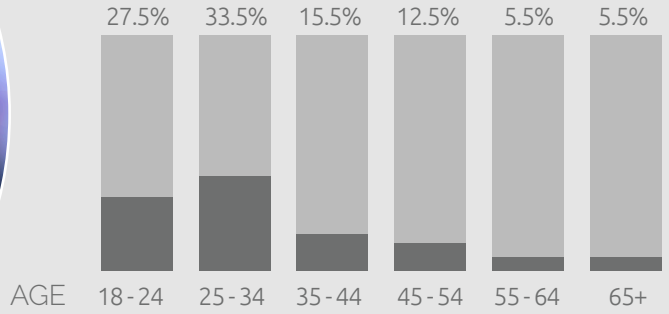
Hockey player Erik Johnson



Theory Founder Andrew Rosen

DEMOGRAPHICS

45% FEMALE \ 55% MALE



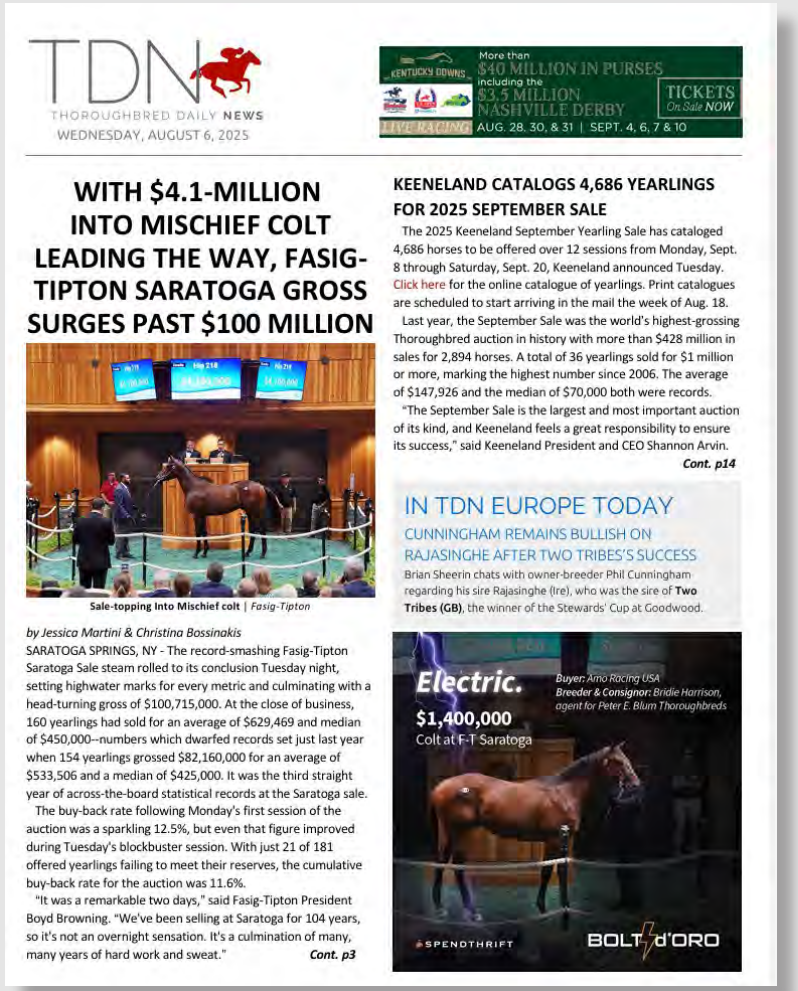
100% of total sessions

PREMIUM ADVERTISING OPPORTUNITIES

Premium advertising opportunities are sought out by advertisers who want the most exclusive real estate we have to offer. These unique ad spaces have limited availability with only one spot per day.

These ads include the front page masthead, front page 1/6 ad, inside front full page, digital leaderboards and email/ interstitial ads.

The first ad you see when you download the PDF is the masthead ad, a 4-inch banner at the top of each day's paper in the upper right corner.



The 1/6 front page is currently available on Tuesdays.

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.)



TDN VIDEO OPPORTUNITIES

The TDN offers four distinct opportunities for advertisers to play commercials in our content.

VIDEO PREROLLS ON MAIN VIDEO PLAYER

Our featured video plays prominently on our homepage, and we show over 2 million videos per month. Each video is preceded in a rotation by one of four advertisers' commercials. The spots are 30 seconds, but the user is given a skip option after 12 seconds, giving each advertiser approximately 75,000 views per month, of at least 12 seconds.

Cost: $2,750 per month (sold out)

FULL COMMERCIAL + BANTER IN TDN WRITERS' ROOM

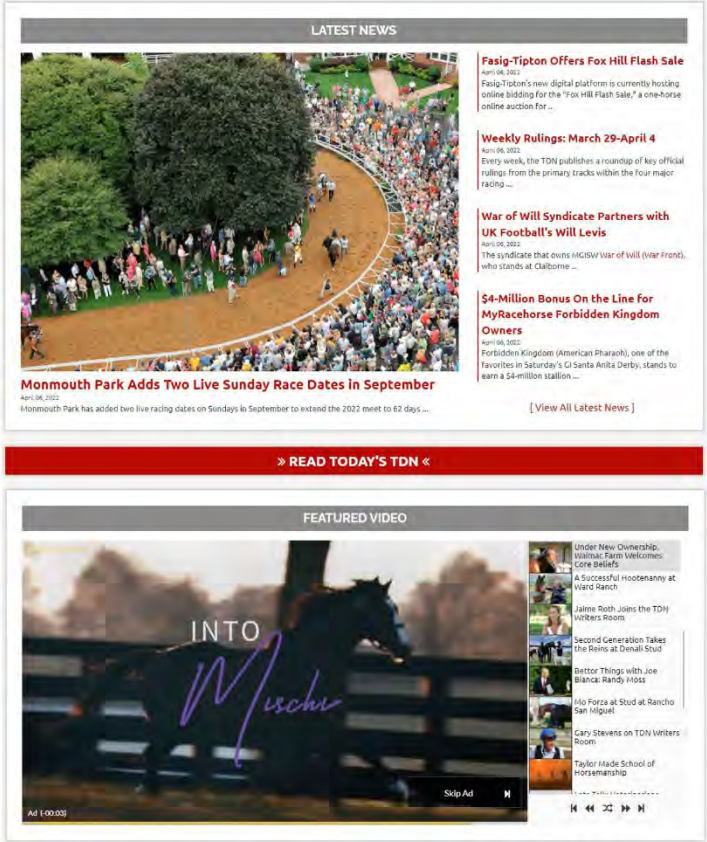
Our most popular video series is the TDN Writers' Room, a weekly round-table show where our writers, along with an industry guest, discuss the week's events. The show is 60-90 minutes long each week, and offers commercial breaks where we roll your full 30-second commercial, and the hosts banter about your product based on notes that you provide. Each week's show gets between 20,000 to 50,000 views, and is also added to our YouTube page, where it gets additional exposure.

Cost: $500 per week

SPONSORED VIDEO

Show your promotional video on the TDN homepage, where it will receive tens of thousands of views in our sponsored video box.

Cost: $1,000 per week or $2,500 per month



SOCIAL MEDIA

All of our video advertisers have their commercials played on our social media channels.

SOCIAL MEDIA CONTENT

TDN's sponsored social media content offers clients an opportunity to promote stallions, consignments/sale offerings, farms and facilities, real estate, local businesses, events and more to an audience that spans throughout the industry and beyond it. All content is filmed, produced, and edited by the TDN team and distributed across TDN's social platforms.

To date, the TDN's social media following has grown to…

243k+ followers on Facebook

125k+ followers on Instagram

67k+ followers on X

22.5+ subscribers on YouTube

23.9k+ followers on TikTok

That's approximately **480,000 followers** across five social media pla orms.



PRODUCT	DESCRIPTION	RATE
SPONSORED REED	30-60 seconds filmed vertical video posted on TDN's Instagram, X, YouTube (Shorts) and TikTok accounts.	$1,200
FEATURED PHOTO POST	Single-image post with caption featuring advertiser messaging, cross-posted on TDN's X and Facebook accounts, along with TDN's Instagram story.	$500
FEATURED MULTI-PHOTO POST	A post containing 3-5 images with caption featuring advertiser messaging, cross-posted on TDN's X and Facebook accounts, along with TDN's Instagram story.	$650

All posts will include tagging/collaborating with the client account, along with any applicable links. Client will receive all footage/photos.

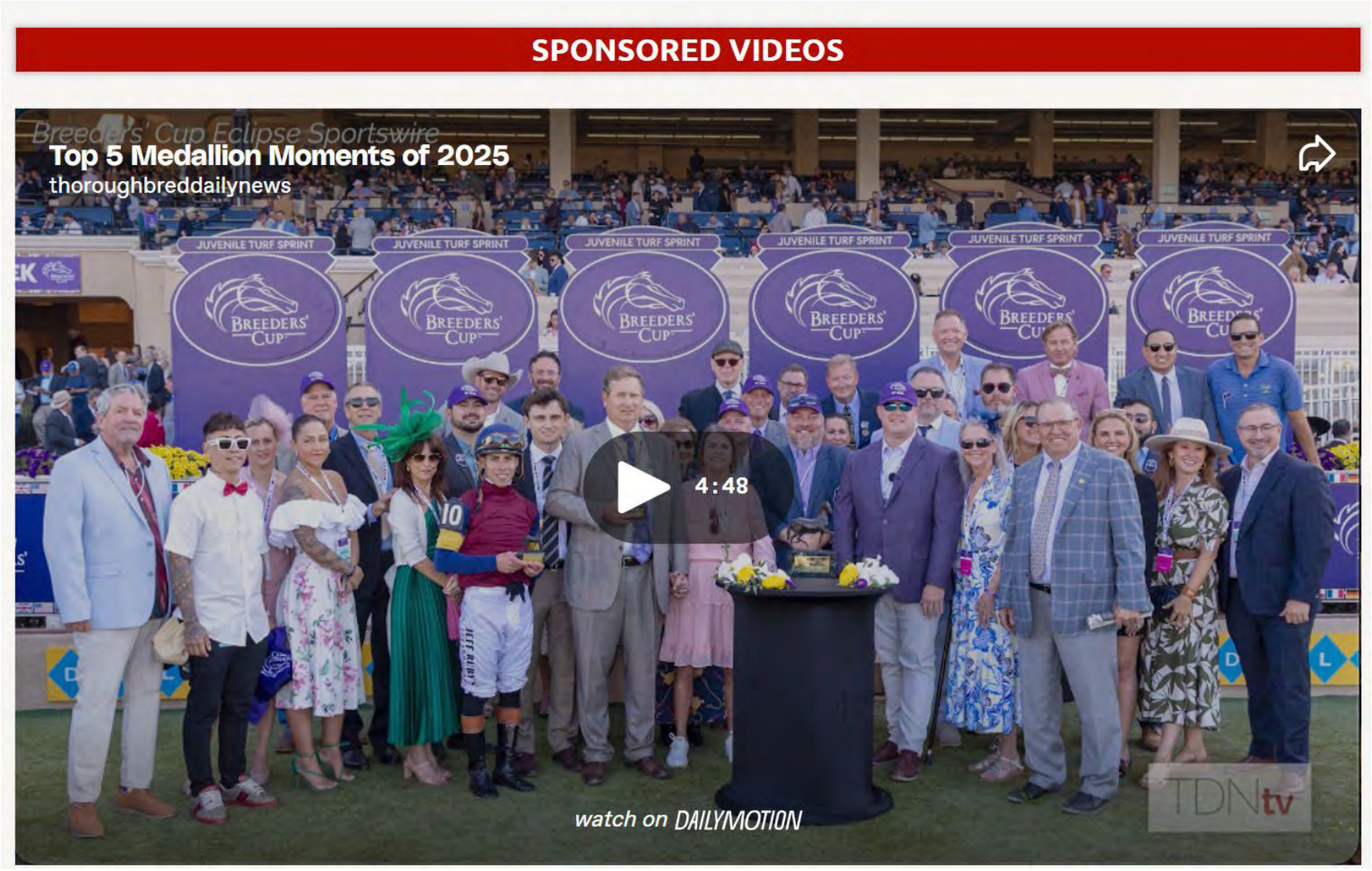
As our online following continuously grows, we are proud to offer our clients expanded advertising opportunities on all of TDN's social media platforms. For our clients, this guarantees more views and as a result, enhanced exposure and increased engagement.

For TDN America inquiries, contact Sara Gordon: saragordon@thetdn.com

For TDN Europe inquiries, contact Alayna Cullen Birkett: alaynacullen@thetdn.com

BESPOKE VIDEO CONTENT

The TDN also creates bespoke video content for advertisers, which runs as sponsored content in our editorial sections, and which also spends a month on our sponsored video section. Advertisers can tell their story with a three-minute video that blends seamlessly into our content.



EMAIL & WEBSITE ADVERTISING

EMAIL & INTERSTITIAL ADS

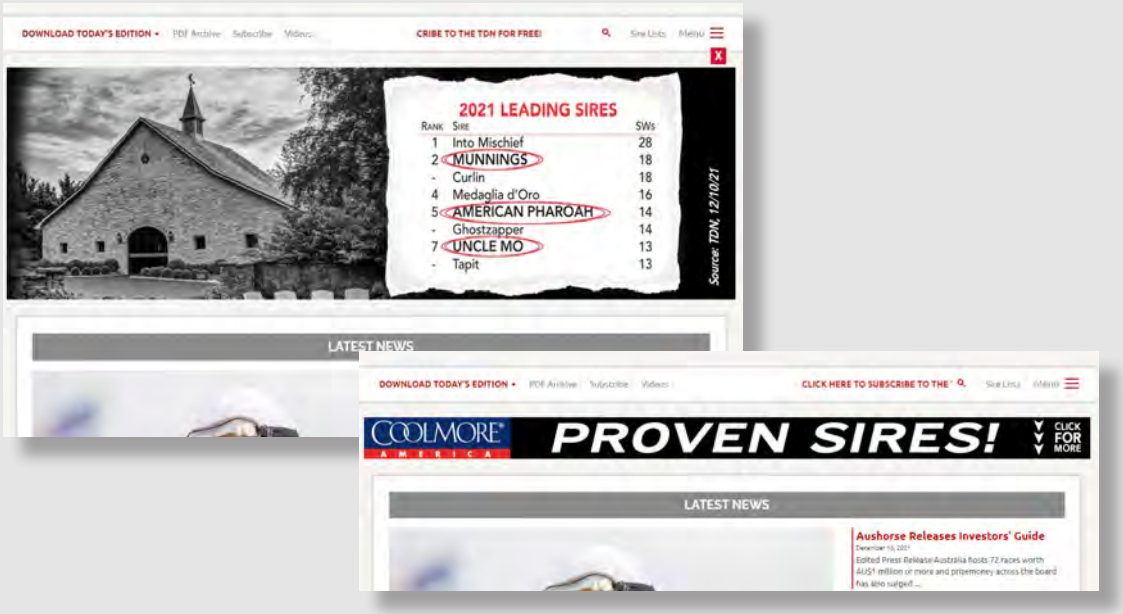
The email/interstitial ad (below) is contained in each of the 22,000 emails we send out each day, and also displays onscreen while readers wait for their papers to download.





LEADERBOARD ADS

As the most prominent ad on the TDN homepage, the expandable leaderboard (below) 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.



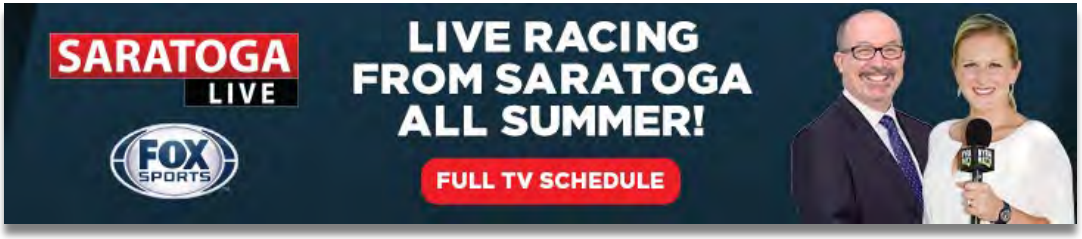
DIGITAL ADS

- Every story in the PDF edition of the TDN is also posted on our website.
- These digital stories make up 80% of our overall traffic.
- This year, we will serve 12 million digital story pages.
- Each story features two advertisements from the advertiser.
- That's 24 million digital advertisements.
- A one-fourth share gives you 3 million pageviews or 6 million ad views.

Most of our entry-level users are drawn in to the TDN through our digital stories. They go on to sign up for the PDF at a rate of six new subscribers per day. Once subscribed, they receive regular emails and push notifications on our app.

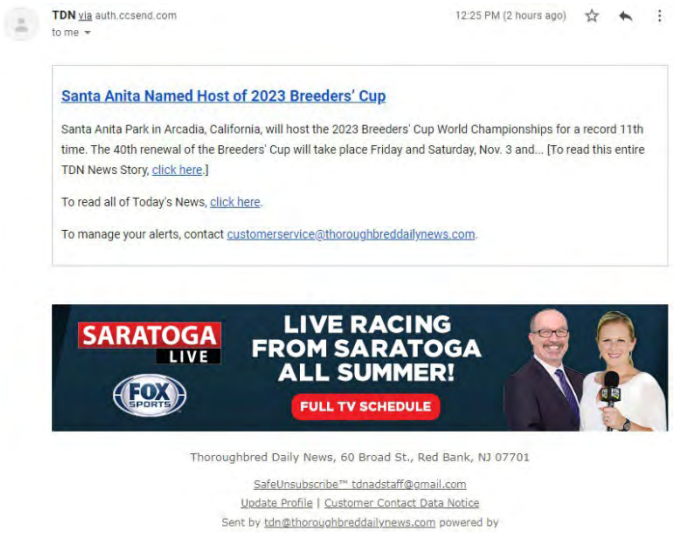
Continue to the following page for more examples and digital advertising rates

The digital ads in each story function in tandem, with one vertical ad displayed on the right side of the story, ***as seen to the right***, and one horizontal ad displayed three paragraphs into the story, ***as seen below***.





- They may be sent as static ads, or animated gifs.
- They are served on a rotation, with each advertiser displayed in the next view in the queue.
- The 728x150 ads are also included in our email blasts of breaking news, ***as seen to the right***. We average three e-blasts per day to targeted segments or our overall audience, for an additional 5,000 views per day, or 1.825 million views per year.



For more information on display ads, email suefinley@thetdn.com, or contact the advertising staff at tdnadstaff@gmail.com

EMAIL & WEBSITE ADVERTISING*	DIMENSIONS (WxH)	GUIDELINES	PRICE
E-MAIL & INTERSTITIAL AD	650px x 475px	JPG or GIF, 72dpi, no bleed	$500/day thru 12/31/26 $550/day starting 1/1/27
EXPANDABLE LEADERBOARD AD (Displayed on TDN America homepage)	Open: 1170px x 350px Closed: 1170px x 65px Mobile: 600px x 95px	JPG or GIF, 72dpi, no bleed; the sum of all three graphics' file sizes should be less than 5 MB	$500/day
EXPANDABLE VIDEO LEADERBOARD AD (Displayed on TDN America homepage)	Closed: 1170px x 65px (video will then expand larger)	JPG or GIF, 72dpi; must include Video link (either Vimeo or YouTube)	$750/day
DIGITAL/ALERT ADS	3 GRAPHICS NEEDED • 300px x 600px • 728px x 150px • 900px x 1800px	JPG or GIF, 72dpi, no bleed	$3,000/month
STALLION LINKS	---	---	$600/year per stallion

DAILY NEWSLETTER ADS

All of our newsletter ads, from full page to 1/16 page, are available within our daily PDF in a horizontal or vertical layout. There's only one ad per page (with limited exceptions for sponsored features). Most ads run on a first-come, first-served 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.



TDN HEADLINE NEWS • PAGE 5 OF 13 • THETDN.COM TUESDAY • DECEMBER 7, 2021

Medina Spirit cont.

In a very small percentage of cases, the horse in question suffers a rupture of the aorta or other large vessel, which will be evident during the necropsy examination. Once the necropsy examination is complete, the findings will be sent to a panel who will conduct their own post-mortem review of the fatality, looking at the broader circumstances leading up to the catastrophic injury, like the horse's regulatory history. Examples of these review panels' final reports can be read here.

Between 2011 and 2013, seven Bob Baffert trained horses died suddenly during training or racing. A subsequent CHRB report found that Baffert-trained horses during that period were significantly more likely to die from sudden death than non-Baffert trained horses, calling the difference "dramatic." The report noted that the horses had been administered thyroxine--a thyroid hormone used to treat hypothyroid conditions--and that use of thyroxine is "concerning in horses with suspected cardiac failure."

However, because the drug had been administered to all horses in Baffert's care at that time, the use of thyroxine "does not explain why all the fatalities occurred," the report found.

Baffert subsequently explained that he had stopped using the drug.

Predictably, PETA issued a statement Monday lashing out at the sport and urged that Baffert be banned.

"It's premature to say that Medina Spirit died of a heart attack or what the true cause of his fatal collapse was, given that many of trainer Bob Baffert's horses have suddenly dropped dead," the statement read. "Seven of Baffert's horses died mysteriously during a 16-month period that was suspiciously linked to his reckless and routine habit of administering the powerful hormone thyroxine to horses without thyroid conditions. Baffert has continued to be embroiled in drug controversies since then, including when Medina Spirit tested positive for drugs in the Kentucky Derby. All of Medina Spirit's veterinary records must be seized, and a thorough investigation must be conducted. Baffert's attorneys must not be allowed to control the narrative. PETA urges Santa Anita and Del Mar officials to bar Baffert, pending the outcome of an investigation and a necropsy."

Share this story

Value Sires cont. from p1

For the vast majority, in numerical terms, the only way from here is down. As such, the covering stats do not augur terribly well for some of those we thought best value. And maddeningly, because these cycles are so self-fulfilling, it's hard to turn things round if you do struggle for early traction. A disappointing first book places a tough burden on its graduates to get you over the hump of the intervening couple of crops, which will tend to be smaller yet. So our faith in one or two, while undiminished, may not obviously yield "value" in the shorter term. If fairly priced now, at least measured by your odds of getting a runner, they are probably going to become better value yet during the next year or two.

At the other end of the spectrum, though the most expensive of the intake, Horse of the Year Authentic covered as many as 229 mares--only one fewer than the busiest stallion in the land, Goldencents. (Both, of course, are sons of into Mischief standing alongside their champion sire at Spendthrift.) A number of other



TDN HEADLINE NEWS • PAGE 6 OF 15 • THETDN.COM WEDNESDAY • DECEMBER 15, 2021

His first crop, standing fourth by earnings, has matched Practical Joke and Connect with five black-type performers (including a GII Adirondack S. runner-up), only from fewer runners. His 19 winners from 57 starters meanwhile represents a similar base ratio, leaving Classic Empire deficient only in the kind of headline acts that so often make or break a young stallion's career. But he might well have found one of those in Rocket Dawg, who started repaying his $375,000 yearling tag when impressing on debut for Brad Cox at Churchill last month. A couple of days later the $550,000 2-year-old, Classy Edition, extended her unbeaten start for Todd Pletcher with a second stakes win.

Those were just a couple of late-season straws in the wind. Having excelled both in the ring and on the track, however, they represent a sample of the kind of stock that could quickly turn round the four consecutive fee cuts suffered by their sire. Over the years, the yearling market has acclaimed eventual duds as routinely as it has underrated sires of real potency. And if Classic Empire has so far achieved only a modest commercial yield, then his sliding fee has at least maintained sufficient traffic (321 mares across the last three seasons) to keep him in the game as he starts to draw out some exemplary old-school flavors in his pedigree.

Remember how Classic Empire unseated his rider leaving the gate in the GI Hopeful S.? The opening was gratefully seized by his future studmate Practical Joke, but it was Classic Empire who regrouped to be champ. Maybe he could yet do something similar now.

Click here to see Classic Empire at Ashford Stud | *Coolmore*



WEDNESDAY • DECEMBER 15, 2021

Dixie Union),

that could heat
r yearlings, now
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in contrast, has
at auction.
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Behave Virginia | *Coady Photography*

And that was consistent with the dash Unified had shown in his own career, despite never making the track himself at two. He landed running with a 99 Beyer, clocked 1:47.14 in the GII Peter Pan, and missed the GI Carter H. by just a neck. And he has the physique and pedigree for his first sophomores to stretch that speed, too.

However, the really staggering advance made by Unified since this time last year is the performance of his second crop at the yearling sales. He sold 39 out of 40 into the ring, an unbelievable ratio, for an average $66,846--dizzily multiplying a fee that has, unusually enough, remained constant throughout. Remember that stallions are typically flattered by sales statistics, in that their averages "reward" them for failing to sell their least attractive stock. (Sure, you also have to factor in the occasional ambitious reserve for better models--but the principle stands.) Remember also that almost all stallions absorb considerable erosion in yearling values between their first and second crops, yet Unified elevated his by almost exactly half from $43,390. In the meantime, he had already turned round the slide so familiar in a young stallion's books.

SPECIAL EVENT & SALES PRINT DISTRIBUTION

In addition to our daily online newsletter, you'll reach top owners, breeders, bloodstock agents and more through our bonus print distribution at major Thoroughbred horse sales throughout the year, both in America and internationally.



DISTRIBUTION CALENDAR*



JANUARY
- Keeneland January

MAY
- Arqana May

JULY
- Fasig-Tipton July

AUGUST
- Fasig-Tipton Saratoga
- Fasig-Tipton NY Bred
- Arqana August
- Goffs UK Premier Yearling

SEPTEMBER
- Keeneland September
- Goffs Orby
- Tattersalls Ireland
- Tattersalls Sommerville Yearling

OCTOBER
- Fasig-Tipton Saratoga Fall
- Fasig-Tipton KY October
- Goffs Orby
- Tattersalls October Yearling

NOVEMBER
- Fasig-Tipton November
- Keeneland November
- Goffs November
- Tattersalls December Yearling
- Tattersalls December Foals
- Tattersalls December Mares

DECEMBER
- Arqana Breeding Stock
- Tattersalls December Mares

**All distribution plans are subject to change.*

2026 RATE CARD: TDN NORTH AMERICA

PUBLICATION (PRINT)	DIMENSIONS (WxH)	GUIDELINES	DAILY RATE		CONTRACT	REGIONAL*
PAGE 1 TAKEOVER	Contact the TDN ad staff for details tdnadstaff@gmail.com	JPEG, RGB color, 300 dpi	$3,750		---	---
PAGE 1 – 1/6 PAGE	Vertical: 3.85" x 3.75" OR Horizontal: 7.9" x 1.87"	JPG, RGB, 300dpi, no bleed	$925		---	---
PAGE 1 – 1/2 PAGE	Horizontal only: 7.9" x 5"	JPG, RGB, 300dpi, no bleed	$1,800		---	---
FULL PAGE AD • **Inside Front Cover*** • **Standard Full*** • **$750 full*** • **$400 full***	8.5" x 11" (US Letter)	PDF file, no bleed, file size under 750 kb	***Inside Front Cover (IFC)**	$1,800	$1,710	$900
			***Standard Full Page**	$1,450	$1,375	$775
			***Stud fees $9,999 and less**	$750	---	---
			***Stud fees $5,000 and less, Real Estate; Products/services**	$400	---	---
1/2 PAGE	Vertical: 3.85" x 9.9" OR Horizontal: 7.9" x 5"	JPG, RGB, 300dpi, no bleed	$1,150		$1,090	$600
1/3 PAGE	Vertical: 3.85" x 7.32" OR Horizontal: 7.9" x 3.75"	JPG, RGB, 300dpi, no bleed	$1,015		$915	$510
1/4 PAGE	Vertical: 3.85" x 4.75" OR Horizontal: 7.9" x 2.5"	JPG, RGB, 300dpi, no bleed	$875		$830	$437.50
1/6 PAGE	Vertical: 3.85" x 3.75" OR Horizontal: 7.9" x 1.87"	JPG, RGB, 300dpi, no bleed	$765		$725	$385
1/8 PAGE	Vertical: 3.85" x 2.5" OR Horizontal: 7.9" x 1.25"	JPG, RGB, 300dpi, no bleed	$650		$620	$325
1/16 PAGE	3.85" x 1.25"	JPG, RGB, 300dpi, no bleed	$350		$350	$350
MASTHEAD AD (top of page 1 next to the TDN	4" x 1"	JPG, RGB, 300dpi, no bleed	$400		$400	$400
HELP WANTED ADS *Incl. 30-day listing on the TDN Careers Page*	Any size up to 7.5" x 6.25" – Displayed within our full page TDN Careers page template	JPG, RGB, 300dpi, no bleed	$400 (1X); $350 (2X or more)		---	---
BULLET ADS (race results only)	3.85" x 0.2"	JPG, RGB, 300 dpi, no bleed	$110 per ad		12 for $1,100	---

* Regional rates valid only for sales consignments outside KY (excluding FT Saratoga Select), training centers, products & services and ads for North American stallions standing outside KY.

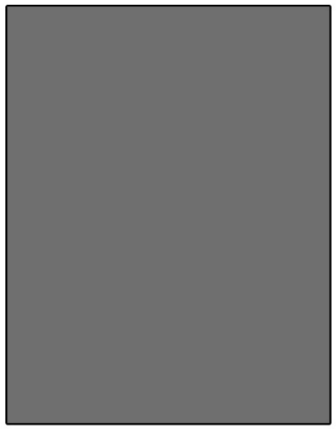
** Credit Card payments subject to a 3% processing fee. Balances over 89 days past due will incur a 3.25% Credit Card processing fee. When paying by Credit Card, old invoices must be paid first.

*** A $250 design fee will be charged for any ads or graphics produced by TDN designers, but not published in the TDN.

PRINT ADVERTISING SIZES

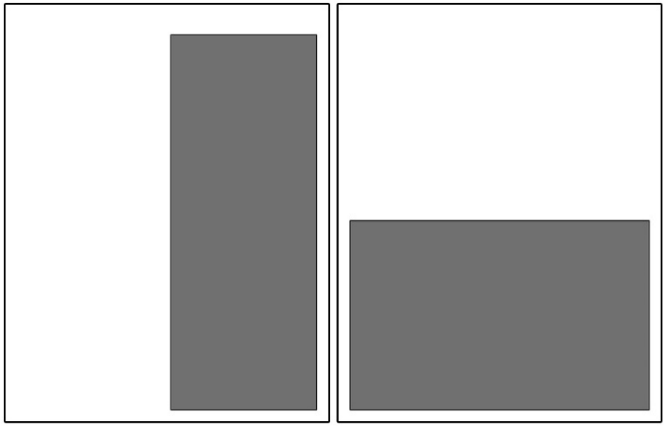
THOROUGHBRED DAILY NEWS

FULL PAGE



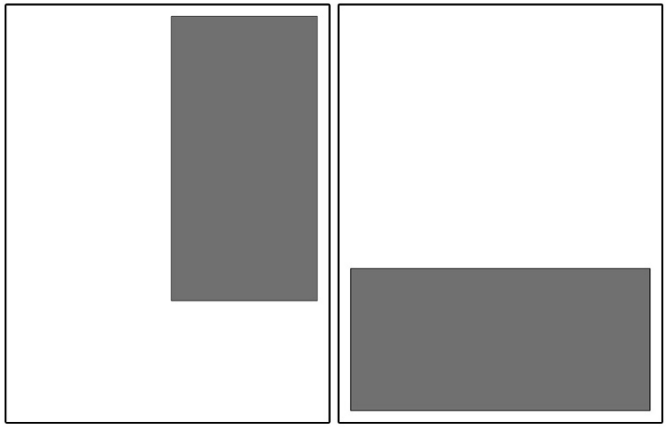
8.5" x 11" (US Letter)
PDF file, no bleed,
file size **under 750 kb**

1/2 PAGE



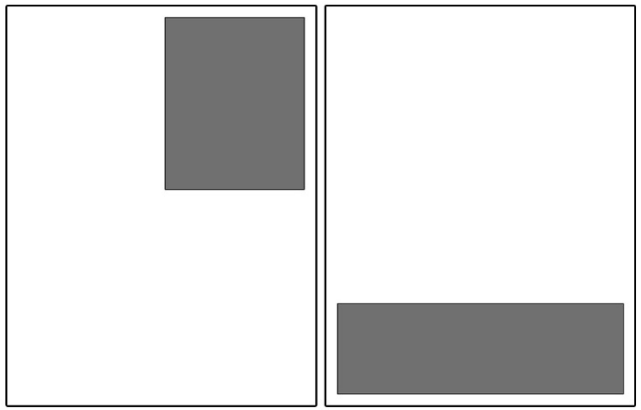
Vertical: 3.85" x 9.9" **Horizontal**: 7.9" x 5"
JPG, RGB, 300dpi, no bleed

1/3 PAGE



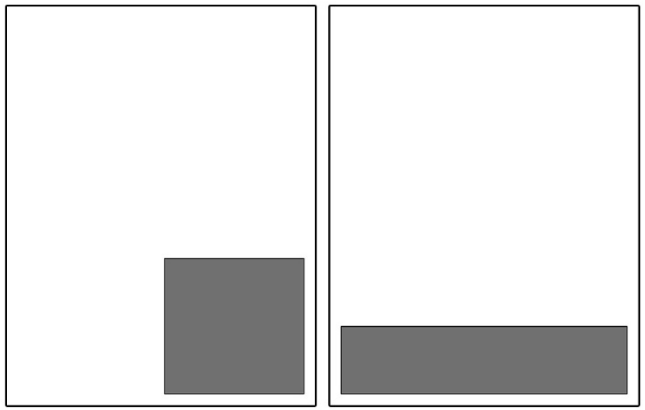
Vertical: 3.85" x 7.32" **Horizontal**: 7.9" x 3.75"
JPG, RGB, 300dpi, no bleed

1/4 PAGE



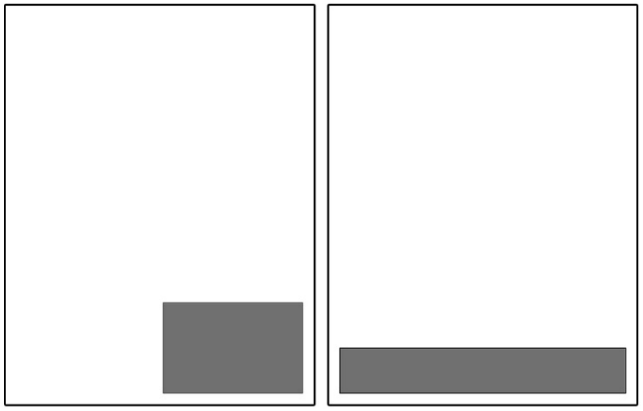
Vertical: 3.85" x 4.75" **Horizontal**: 7.9" x 2.5"
JPG, RGB, 300dpi, no bleed

1/6 PAGE



Vertical: 3.85" x 3.75" **Horizontal**: 7.9" x 1.87"
JPG, RGB, 300dpi, no bleed

1/8 PAGE



Vertical: 3.85" x 2.5" **Horizontal**: 7.9" x 1.25"
JPG, RGB, 300dpi, no bleed

2027 VOLUME DISCOUNTS

Volume discounts for $25,000+ annual spend. 2027 discounted rates are based on 2026 total spend.

	1/8 PAGE	1/6 PAGE	1/4 PAGE	1/2 PAGE	FULL PAGE (STANDARD)	FULL PAGE (INSIDE FRONT)
Standard rates	$650	$765	$875	$1,150	$1,450	$1,800
Contract rates $25,000/year spend *(5% off base rate)*	$620	$725	$830	$1,090	$1,375	$1,710
$75,000+/year spend *(10% off base rate)*	$585	$690	$790	$1035	$1,305	$1,620
$150,000+/year spend *(15% off base rate)*	$555	$650	$745	$980	$1,230	$1,530
$225,000+/year spend *(20% off base rate)*	$520	$610	$700	$920	$1,160	$1,440
$300,000+/year spend *(27.5% off base rate)*	$470	$555	$635	$835	$1,050	$1,305
$400,000+/year spend *(35% off base rate)*	$425	$495	$570	$750	$940	$1,170

Unique spaces not subject to discount:

- Page 1 TAKEOVER - $3,750 per day
- Page 1 ad - 1/2 page $1,800 per day; 1/6 page $925 per day
- Leaderboard ad on homepage - $500 per day
- E-mail/Interstitial ads - $550 per day
- Stallion Links - $600 per stallion, per year
- $750 full pages for sires standing for $9,999 and under
- $400 full pages for sires standing for $5,000 and under
- $400 Headline News masthead ads
- Digital/Alert ads - $3,000/month
- Bullet ads - $110 each or 12 for $1,100

2026 RATE CARD: TDN EUROPE/INTERNATIONAL

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)	DIMENSIONS (WxH)	GUIDELINES	RATE $	RATE £*	RATE €*
PAGE 1 – 1/6 PAGE	Vertical: 3.85" x 3.75" OR Horizontal: 7.9" x 1.87"	JPG, RGB, 300dpi, no bleed	$300 per day	£220*	€257*
PAGE 1 – 1/2 PAGE	Horizontal Only: 7.9" x 5"	JPG, RGB, 300dpi, no bleed	$900 per day	£661*	€771*
PAGE 2 – TODAY in TDN (EURO edition)	5.40" x 1.80"	JPG, RGB, 300dpi, no bleed	$2,000 per month $2,500 per month (starting 1/1/2027)		
FULL PAGE (Inside Front Cover)	8.5" x 11" (US Letter)	PDF, 300dpi, no bleed, file size under 750 kb	$900	£661*	€771*
FULL PAGE (Standard)	8.5" x 11" (US Letter)	PDF, 300dpi, no bleed, file size under 750 kb	$750	£551*	€643*
1/2 PAGE	Vertical: 3.85" x 9.9" OR Horizontal: 7.9" x 5"	JPG, RGB, 300dpi, no bleed	$600	£440*	€514*
1/4 PAGE	Vertical: 3.85" x 4.75" OR Horizontal: 7.9" x 2.5"	JPG, RGB, 300dpi, no bleed	$350	£257*	€300*
1/6 PAGE	Vertical: 3.85" x 3.75" OR Horizontal: 7.9" x 1.87"	JPG, RGB, 300dpi, no bleed	$300	£220*	€257*
HELP WANTED ADS *Includes 30-day listing on the TDN Careers Page*	Any size up to 7.5" x 6.25" – Displayed within our full page TDN Careers page template	JPG, RGB, 300dpi, no bleed	$400 (1X); $350 (2X or more)	£294*	€343*
BULLET ADS (race results only)	3.85" x 0.2"	JPG, RGB, 300 dpi, no bleed	$110 per ad, or 12 for $1,100	£81 per ad*	€94 per ad*

DIGITAL /WEBSITE ADVERTISING	DIMENSIONS (WxH)	GUIDELINES	RATES
EURO EXPANDABLE LEADERBOARD AD **(Displayed on TDN Euro homepage)**	**3 graphics needed:** 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	$10,000/year or $200/day
EURO DIGITAL/ALERT ADS	300px x 600px AND 728px x 150px	JPG or GIF, 72dpi, no bleed	$2,000/month

**Sterling and Euro are estimated comparisons as of 20 August, 2026. To check current exchange, go to https://www.xe.com/*

GET IN TOUCH

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suefinley@thetdn.com

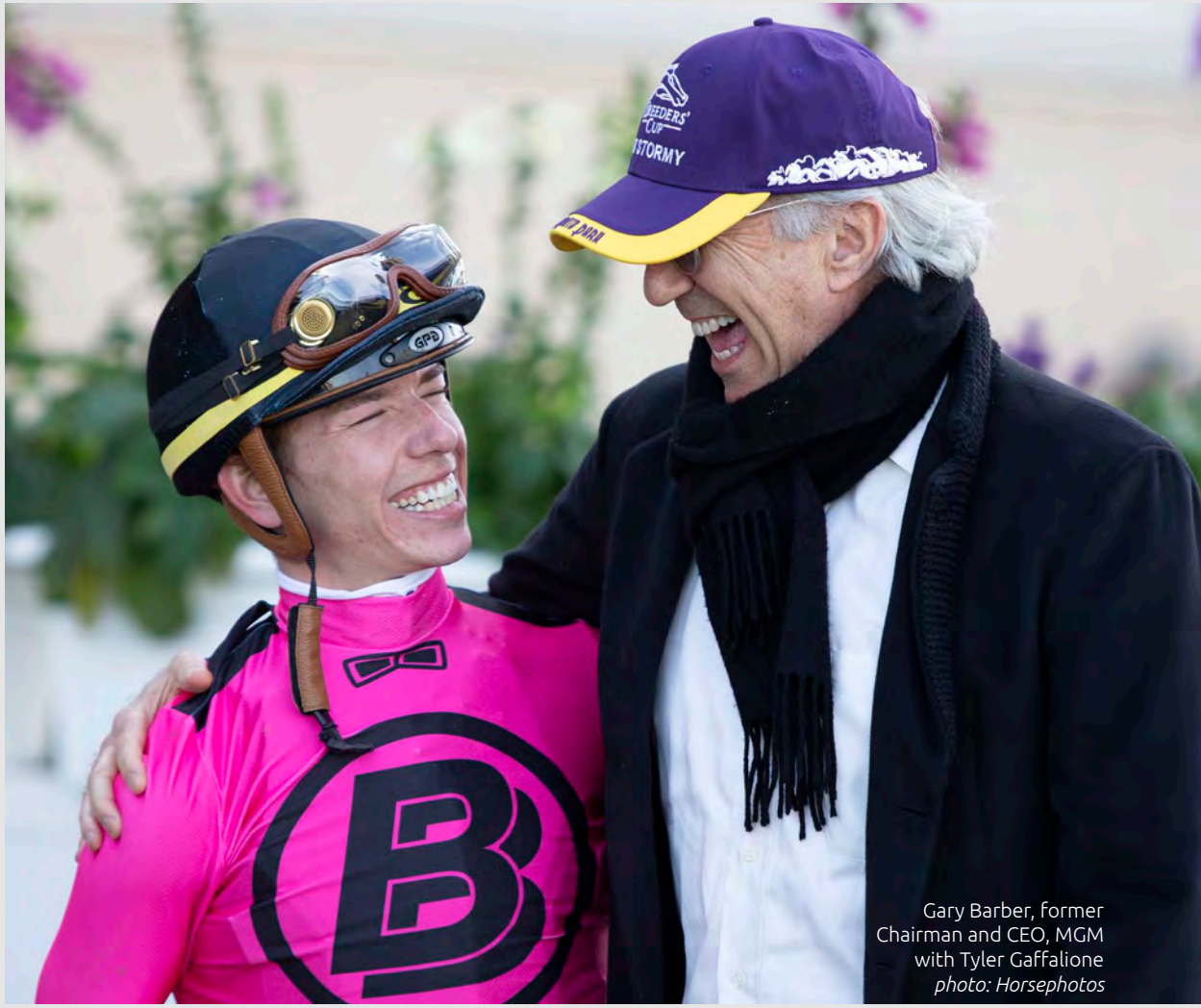
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THOROUGHBRED DAILY **NEWS**

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Gary Barber, former Chairman and CEO, MGM with Tyler Gaffalione
photo: Horsephotos