

PRICE LIST & SPECIFICATIONS



RACING POST
ANZ BLOODSTOCK



WORLDWIDE APPEAL

ANZ Bloodstock is daily read in over 30 countries



DAILY READERSHIP

The essential daily read for over 9,000 subscribers



CENTRE OF THE INDUSTRY

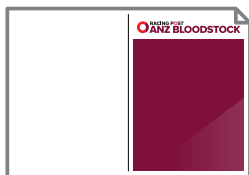
Working with over 75 advertisement clients

PRICE LIST & SPECIFICATIONS

FALSE COVER

\$1375

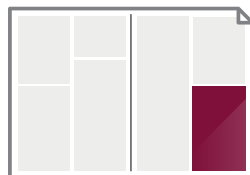
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x 220mm high



QUARTER PAGE

\$478

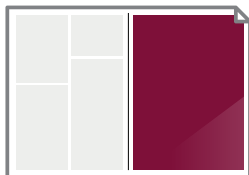
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x 128mm high



FULL PAGE

\$1045

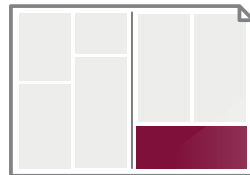
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DOUBLE PAGE STRIP

\$478

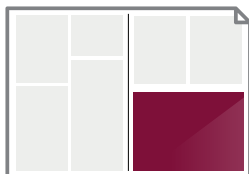
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HALF PAGE HORIZONTAL

\$605

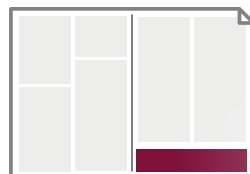
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SINGLE PAGE STRIP

\$357

192mm wide
x 30mm high



HALF PAGE VERTICAL

\$605

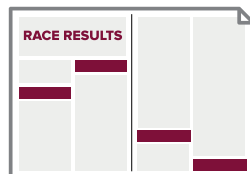
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x 250mm high



RESULTS SUCCESS ADVERT

\$44

93mm wide
x 15mm high

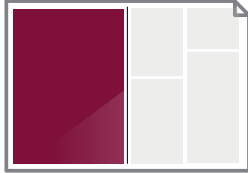


PRICE LIST & SPECIFICATIONS

INSIDE FRONT COVER

\$1210

☑ 210mm wide
x 297mm high



OUTSIDE BACK COVER

\$1265

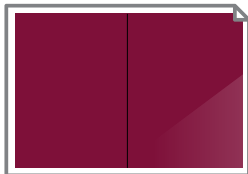
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CENTREFOLD*

\$2310

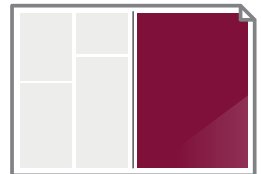
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x 297mm high



INSIDE BACK COVER

\$1100

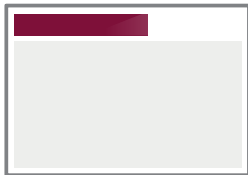
☑ 210mm wide
x 297mm high



WEBSITE BANNER TOP - WEEK

\$770

☑ 728px wide
x 90px high



WEBSITE BANNER SIDE - WEEK

\$660

☑ 120px wide
x 600px high



EMAIL BANNER - PER WEEK

\$1100

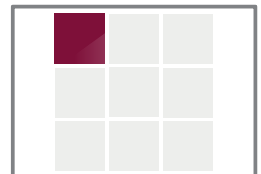
☑ 480px wide
x 320px high



SPONSORED SOCIAL MEDIA POST

\$250

☑ 1080px wide
x 1080px high



ADD VIDEO

+\$275

Embed
YouTube,
Vimeo or
video files



FULL PAGE WITH INTERACTIVE BOOKLET

\$3300



HALF PAGE WITH GIF

+\$120



*Full pages are unable to be run consecutively. There will be one Centrefold (double page spread in the middle of the Edition) available per Edition. Pre-booking is highly recommended.



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PRICE LIST & SPECIFICATIONS

FALSE COVER

£865

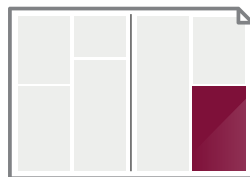
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x 220mm high



QUARTER PAGE

£315

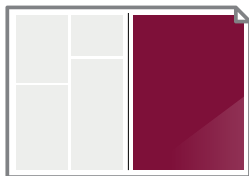
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x 128mm high



FULL PAGE

£645

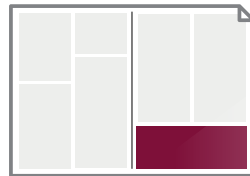
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x 297mm high



DOUBLE PAGE STRIP

£315

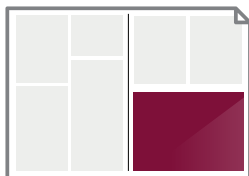
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x 60mm high



HALF PAGE HORIZONTAL

£380

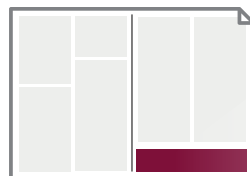
☑ 192mm wide
x 128mm high



SINGLE PAGE STRIP

£248

☑ 192mm wide
x 30mm high



HALF PAGE VERTICAL

£380

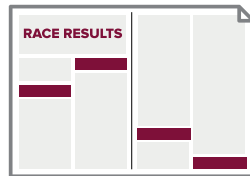
☑ 93mm wide
x 250mm high



RESULTS SUCCESS ADVERT

£28

☑ 93mm wide
x 15mm high

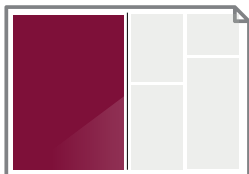


PRICE LIST & SPECIFICATIONS

INSIDE FRONT COVER

£655

☑ 210mm wide
x 297mm high



OUTSIDE BACK COVER

£660

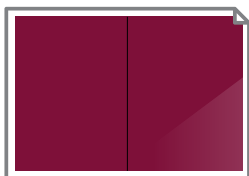
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CENTREFOLD*

£1210

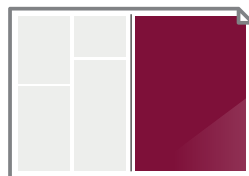
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x 297mm high



INSIDE BACK COVER

£572

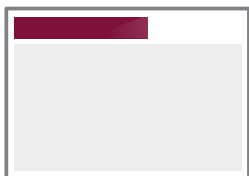
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WEBSITE BANNER TOP - WEEK

£440

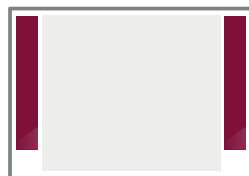
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WEBSITE BANNER SIDE - WEEK

£358

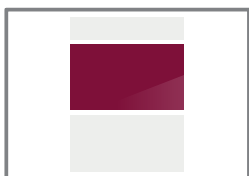
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EMAIL BANNER - PER WEEK

£572

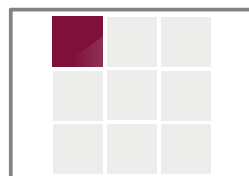
☑ 480px wide
x 320px high



SPONSORED SOCIAL MEDIA POST

£143

☑ 1080px wide
x 1080px high



ADD VIDEO

+£143

Embed
YouTube,
Vimeo or
video files



FULL PAGE WITH INTERACTIVE BOOKLET

£1705



HALF PAGE WITH GIF

+£80



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CENTRE OF THE INDUSTRY

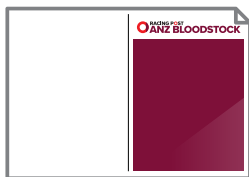
Working with over 75 advertisement clients

PRICE LIST & SPECIFICATIONS

FALSE COVER

€875

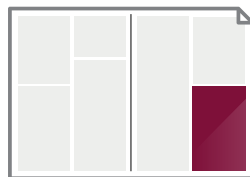
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QUARTER PAGE

€325

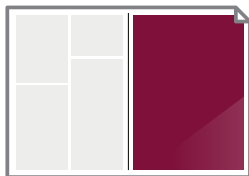
☑ 93mm wide
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FULL PAGE

€655

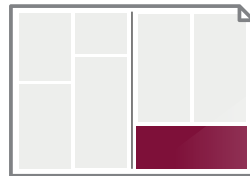
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x 297mm high



DOUBLE PAGE STRIP

€325

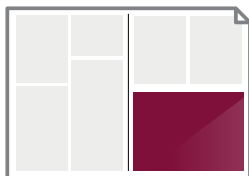
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HALF PAGE HORIZONTAL

€385

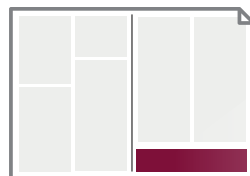
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SINGLE PAGE STRIP

€248

☑ 192mm wide
x 30mm high



HALF PAGE VERTICAL

€385

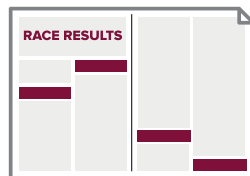
☑ 93mm wide
x 250mm high



RESULTS SUCCESS ADVERT

€27

☑ 93mm wide
x 15mm high



PRICE LIST & SPECIFICATIONS

INSIDE FRONT COVER

€765

☑ 210mm wide
x 297mm high



OUTSIDE BACK COVER

€770

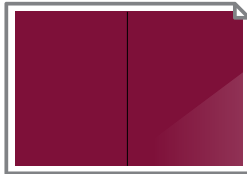
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CENTREFOLD*

€1400

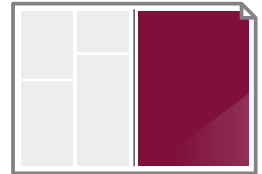
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x 297mm high



INSIDE BACK COVER

€665

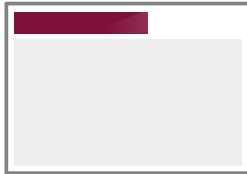
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WEBSITE BANNER TOP - WEEK

€495

☑ 728px wide
x 90px high



WEBSITE BANNER SIDE - WEEK

€418

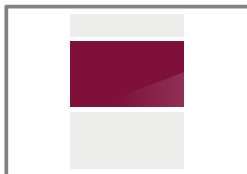
☑ 120px wide
x 600px high



EMAIL BANNER - PER WEEK

€665

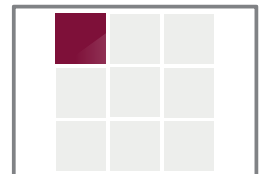
☑ 480px wide
x 320px high



SPONSORED SOCIAL MEDIA POST

€165

☑ 1080px wide
x 1080px high



ADD VIDEO

+€165

Embed
YouTube,
Vimeo or
video files



FULL PAGE WITH INTERACTIVE BOOKLET

€2000



HALF PAGE WITH GIF

+€91



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CONTACT & INFORMATION

**CONTACT THE TEAM AT ANZ BLOODSTOCK
TO DISCUSS YOUR ADVERTISING REQUIREMENTS.**



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Aaron Davies-Jones

Creative Lead and Production Manager

✉ aaron.davies-jones@bloodstockmedia.com

SUPPLYING YOUR ARTWORK:



All adverts should be booked in one day prior to the day of publication. The copy should be sent in a high res PDF file, less than 2.5MB, with no crop marks or bleed required. The deadline to submit artwork is 4pm the day prior to publication, unless agreed otherwise. Once we have received your artwork, a member of our team will confirm receipt with you.

Please send all ad copy to: advertising@anzbloodstocknews.com

Bloodstock Media

Need Help creating artwork? Bloodstock Media is a full service marketing agency that works exclusively within the bloodstock industry. If you need to reach people in the thoroughbred world, we have the understanding, skills and experience to transform your marketing communications so that they really stand out. Whether it's a one off ad or a full campaign, we can assist you.

Contact a member of the team to discuss your design requirements.