



# Media Pack

Price list and specifications



# ANZ News

Bringing you daily news, data and analysis that matters



## WORLDWIDE APPEAL

ANZ Bloodstock is daily read in over 30 countries

## DAILY READERSHIP

The essential daily read for over 9,000 subscribers

## INDUSTRY BIBLE

ANZ's experienced team have brought some of the biggest breaking news to inboxes across the world





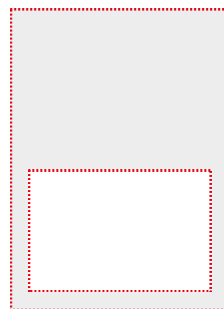
### False Front Cover

**\$1375\***

**£865**

**€875**

**210 x 220mm**



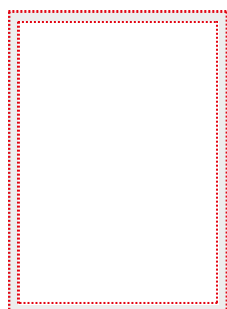
### Half Page Horizontal

**\$605\***

**£380**

**€385**

**192 x 128mm**



### Full Page

**\$1045\***

**£645**

**€655**

**210 x 297mm**



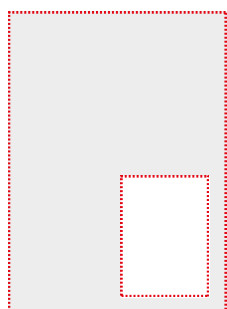
### Half Page Vertical

**\$605\***

**£380**

**€385**

**93 x 250mm**



### Quarter Page

**\$478\***

**£315**

**€325**

**93 x 128mm**



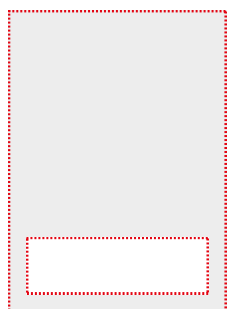
### Single Page Strip

**\$357\***

**£248**

**€248**

**192 x 30mm**



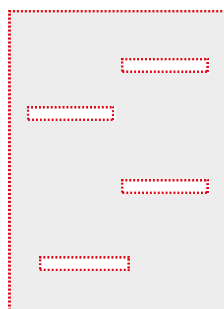
### Double Page Strip

**\$478\***

**£315**

**€325**

**192 x 60mm**



### Results Success Advert

**\$44**

**£28**

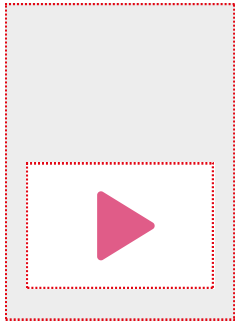
**€27**

**93 x 15mm**

\*AUD. Currencies listed are AUD, GBP and Euro. Prices are applicable to the location of the client booking. For currencies outside of those listed, please request the conversion rate at the time of booking, otherwise assets will be charged at the rate in sterling.

Advertisements are subject to a 25% print surcharge during print periods unless otherwise agreed to.

## ANZ News – edition



### Add Video

+\$275\*

+£143

+€165

Embed YouTube,  
Vimeo or  
video files

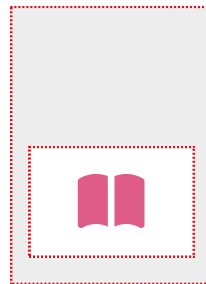


### Full Page with GIF

+\$120\*

+£80

+€91



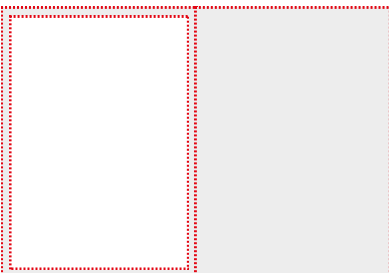
### Full Page with Interactive Booklet

\$3300\*

£1705

€2000

## ANZ News – print edition only



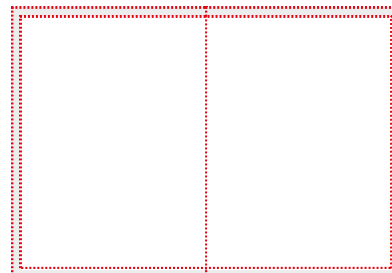
### Inside Front Cover

\$1210\*

£655

€765

210 x 297mm



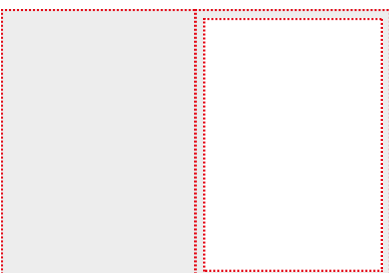
### Centrefold\*\*

\$2000\*

£1210

€1400

420 x 297mm



### Inside Back Cover

\$1100\*

£572

€665

210 x 297mm



### Outside Back Cover

\$1265\*

£660

€770

210 x 297mm

\*AUD. Currencies listed are AUD, GBP and Euro. Prices are applicable to the location of the client booking. For currencies outside of those listed, please request the conversion rate at the time of booking, otherwise assets will be charged at the rate in sterling.

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## ANZ News – web



### Website banner – top

\$770\* per week

£440 per week

€495 per week

728 x 90px



### Email banner

\$1,100\* per week

£572 per week

€665 per week

480 x 320px



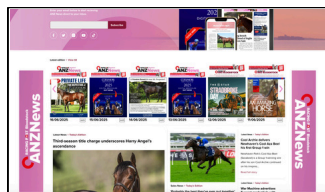
### Website banner – sides

\$660\* per week

£358 per week

€418 per week

120 x 600px



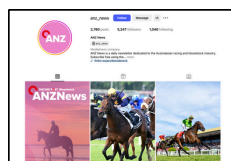
### Social Post

\$250\*

£143

€165

1080 x 1080px



\*AUD. Currencies listed are AUD, GBP and Euro. Prices are applicable to the location of the client booking. For currencies outside of those listed, please request the conversion rate at the time of booking, otherwise assets will be charged at the rate in sterling.

Advertisements are subject to a 25% print surcharge during print periods unless otherwise agreed to.

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](mailto:advertising@anzbloodstocknews.com)



Need Help creating artwork?  
Bloodstock Media is a full service marketing agency that works exclusively within the bloodstock industry.



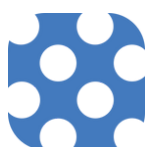
### **Graphic Design**

Exciting design experts with over 10 years experience designing for equine clients.



### **Promotional merchandise**

Customized items that you brand and offer to customers and other parties.



### **Marketing Campaigns**

Strategic sequence of steps that promote your company's product or service.



### **Brochures – printed and digital**

Promotional brochures showcasing your businesses, products, and services.

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.

## **Contact us**

To get in touch with one of our friendly team, you can email [bloodstock@racingpost.com](mailto:bloodstock@racingpost.com) or [advertising@anzbloodstocknews.com](mailto:advertising@anzbloodstocknews.com)

### Super MPU

£1,000 per day

300 x 600px


File no bigger than 1MB

*Fixed advert*


Home > Bloodstock > News > Bloodstock

#### 'It's pressure, stress - how do you find the next Galopin Des Champs?' Meet the man tasked with unearthing Willie Mullins' superstars

James Stanger gets fascinating insight into how David Eick sources winners for the all-conquering Willie Mullins machine



James Stanger gets fascinating insight into how David Eick sources winners for the all-conquering Willie Mullins machine



### Standard MPU

£1,250 per week

300 x 250px


File no bigger than 1MB

*Rotational advert*

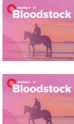
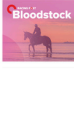
Home > Bloodstock > News > Bloodstock

#### 'It's pressure, stress - how do you find the next Galopin Des Champs?' Meet the man tasked with unearthing Willie Mullins' superstars

James Stanger gets fascinating insight into how David Eick sources winners for the all-conquering Willie Mullins machine



James Stanger gets fascinating insight into how David Eick sources winners for the all-conquering Willie Mullins machine

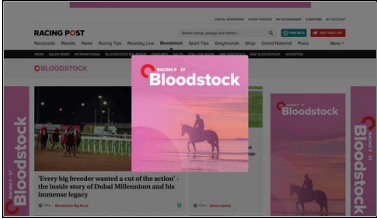
### Pop-up

£3,000 per week

500 x 500px

File no bigger than 1MB

*3 Pop-up's per user / 7 days*




### Stallion Carousel

£5,000

Desktop: 970 x 250px

Mobile: 320 x 100px

File no bigger than 1MB



### Skins

£525 per day

£800 per week

File no bigger than 1MB

*Strip adverts running both sides of the page*

Small

90 x 600px

Medium

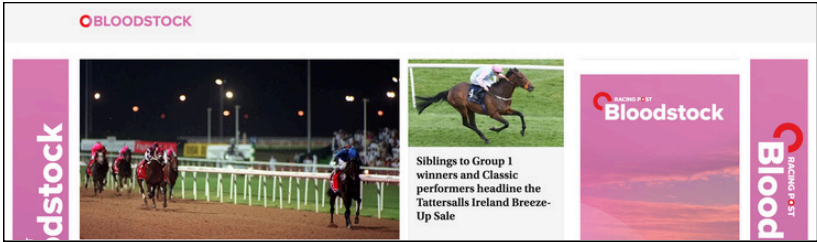
120 x 600px


Large

320 x 1450px

Safezone

178 x 900px





Racing Post Bloodstock Media Pack

## Horse Profile Tagging

£100 per horse per week

£500 per horse per year

- first 50 horses (£500 each)
- next 50 horses (£350 each)
- remaining horses over and above 101 (£250 each)

£10,000 for entire racehorse database for a week

£3,000 for entire dam database for a week

File no bigger than 1MB

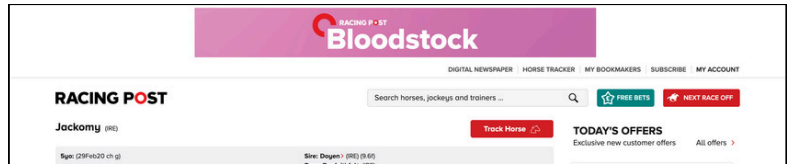
Advertising at the top of a chosen horse profile page. Horse profile tags can run in rotation of up to three adverts per horse. Prices do not change if in rotation.

970 x 90px

728 x 90px

468 x 60px

320 x 50px

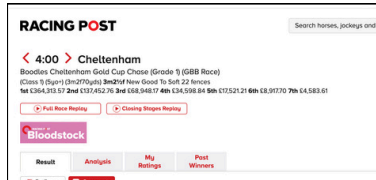


## Results Success Box

£105 per box online and print

140 x 45px for online (colour, file no bigger than 1MB)

62 x 19mm for print (black and white .pdf)

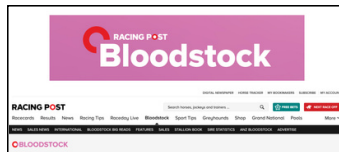


## Leaderboards

£1,000 per day

Desktop: 970 x 250px, Mobile: 320 x 100px

File no bigger than 1MB



## Social Post

£350

X/Twitter  
1200 x 675px

Instagram  
1080 x 1350px

Facebook  
1080 x 1080px

## Homepage Takeover

£2,000 per day

£6,500 per week

Leaderboard: 970 x 250px

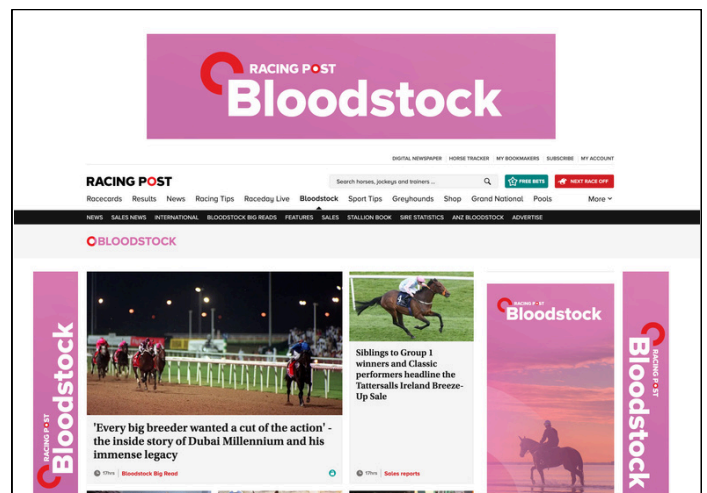
Super MPU: 300 x 600px

Standard MPU: 300 x 250px

Skins: 90 x 600px

Files no bigger than 1MB each

It is also possible to take a racingpost.com homepage takeover, please enquire for more information





# Good Morning Bloodstock

The email that bloodstock wakes up to

**52,000+**

subscribers (and rising)

**35,233**

Sent to an average of  
**35,233** users per week

**57.50%**

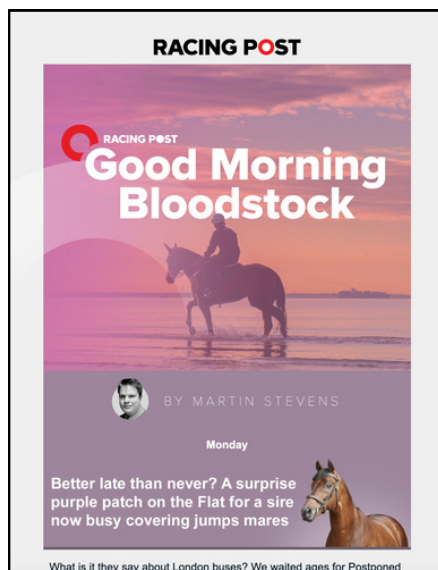
Average open rate per week  
for GMB is **57.50%**



## Takeover

A complete takeover of the email layout  
with custom advert spaces.

Contact the team for a mock up.

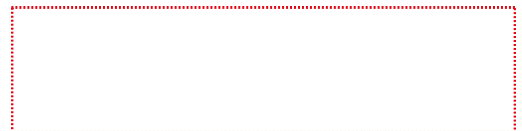


**£1,975 per day**

## Header

600 x 150px

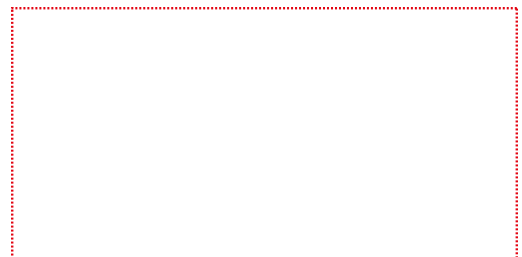
File no bigger than 5MB



## Footer

600 x 300px

File no bigger than 5MB



**£975 per day**

# Apps and Data

## Progeny Tracker App

### The only tracker of its kind

- Monitor unnamed racehorses
- Follow all progeny by any sire
- Trace all progeny by any dam



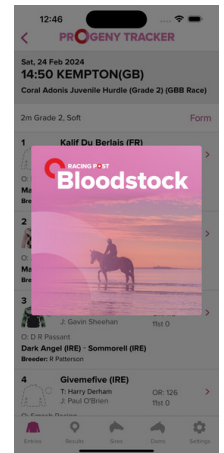
### Pop-up

£3,000 per week

500 x 500px

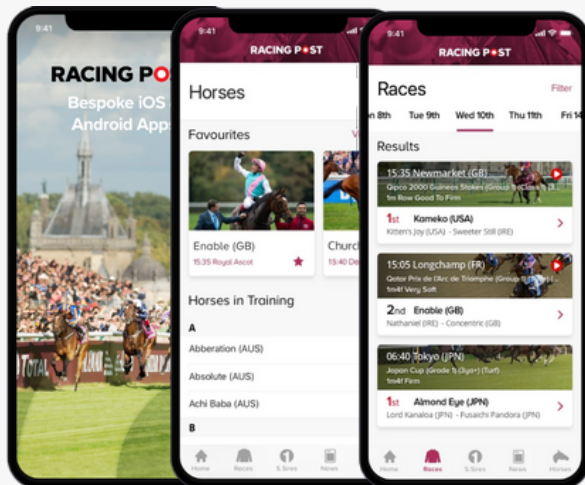
File no bigger than 1MB

3 Pop-up's per user / 7 days



## World-class bespoke app design

Scan here to  
find out more



- Bespoke Application Design to match your brand
- All of your racing and breeding interests in one place
- Fast race data, results and replays straight to your phone
- Horses in training lists with RP profiles

## Data

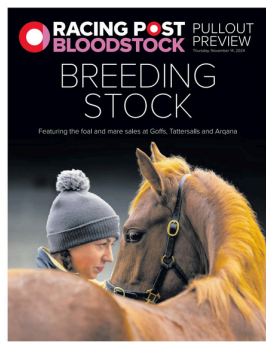
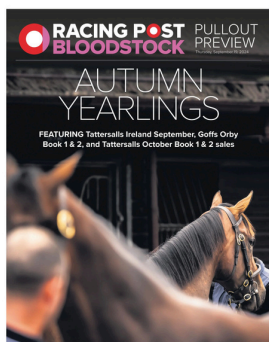
Need data for your site or project? We can help you achieve your goals! Get in touch with us to discuss all your data needs.

# Print

## Paper & Supplements

5 Supplements annually emailed to a database of 52,000+.

European supplements include: Breeding on a Budget, New Sires, Summer & Autumn Yearlings and Breeding Stock



## Bloodstock Review



A magazine published in December reviewing the racing and breeding industry.

Received by over **59,000** people globally.



### Full Page

**£2,200**

No crop marks

236 x 304mm

Trim area: 230 x 300mm

Type area: 214 x 287mm



### Half Page Horizontal

**£1,100**

No crop marks

No bleed required

209 x 125mm



### Large Banner

**£700**

No crop marks

No bleed required

209 x 66mm

## Paper & Supplements



### Full Page

£3,672

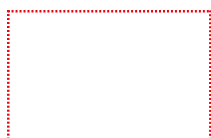
262 x 330mm



### Double Page Spread

£7,344

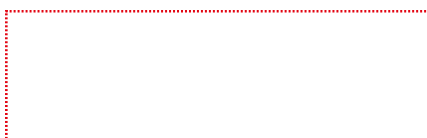
554 x 330mm



### Half Page Horizontal

£1,836

262 x 170mm



### Half Page Spread

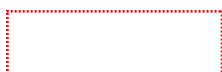
£3,672

554 x 170mm

### Half Page Vertical

£1,836

129 x 330mm



### Quarter Page Horizontal

£864

262 x 80mm



### Quarter Page Vertical

£918

129 x 170mm



### Single Page Strip

£648

262 x 60mm



### Bloodstock Big Read Double Page Spread Banners

£1,500 per day

Header: 383 x 13mm

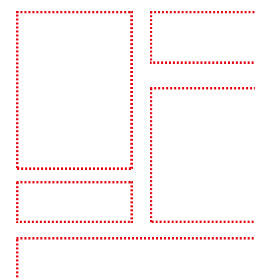
Footer: 383 x 6mm



### Results Success Strips

Price and size vary

*Larger adverts for results-based promotion, running in the results section of the paper*



### Sales Page Headers

£550 per day

262 x 25mm

*Sponsorship of the sales results section in the newspaper during the big sales*

### Results Success Boxes

£105 per box print and online

62 x 19mm for print (black and white)

140 x 45px for online (colour, file no bigger than 1MB)

