



RACING POST Bloodstock

# ANZNews

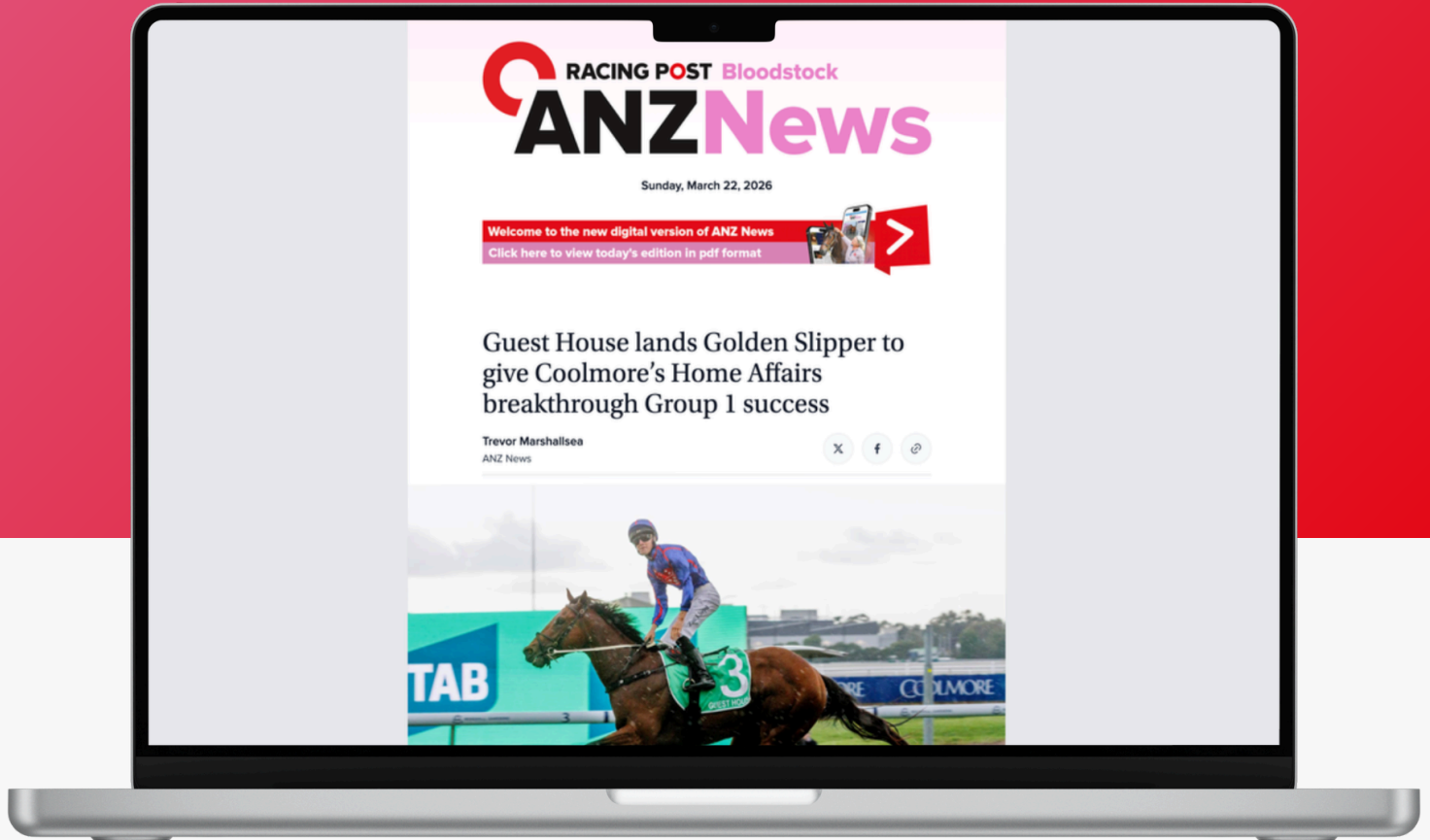
## Media Pack

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

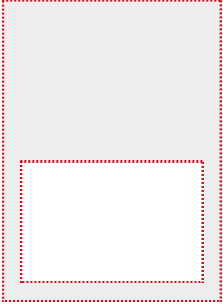
**INDUSTRY  
BIBLE**

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

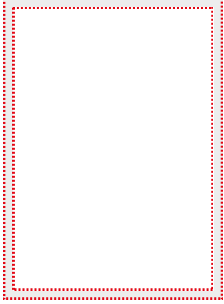
# ANZ News – edition



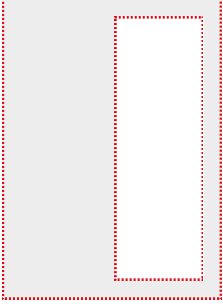
**False Front Cover**  
\$1375\*  
£865  
€875  
210 x 220mm



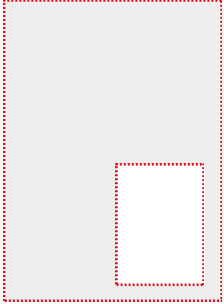
**Half Page Horizontal**  
\$605\*  
£380  
€385  
192 x 128mm




**Full Page**  
\$1045\*  
£645  
€655  
210 x 297mm



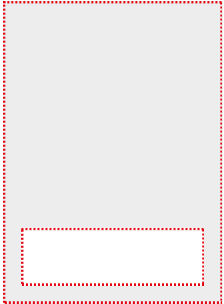
**Half Page Vertical**  
\$605\*  
£380  
€385  
93 x 250mm



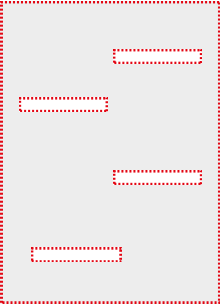
**Quarter Page**  
\$478\*  
£315  
€325  
93 x 128mm



**Single Page Strip**  
\$357\*  
£248  
€248  
192 x 30mm



**Double Page Strip**  
\$478\*  
£315  
€325  
192 x 60mm

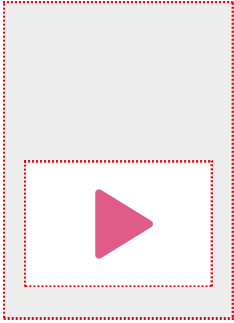


**Results Success Advert**  
\$44  
£28  
€27  
93 x 15mm

\*AUD. All prices are exclusive of GST. 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

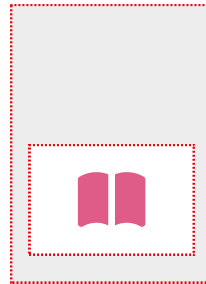


### Full Page with GIF

+\$120\*

+£80

+€91



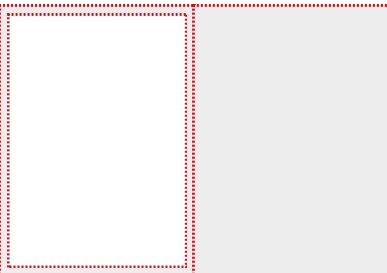
### Full Page with Interactive Booklet

\$3300\*

£1705

€2000

## ANZ News – print edition only



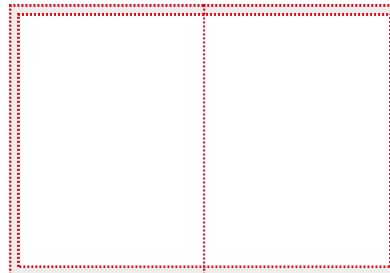
### Inside Front Cover

\$1210\*

£655

€765

210 x 297mm



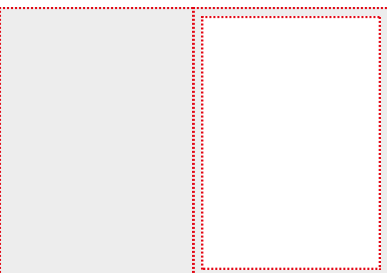
### Centrefold\*\*

\$2000\*

£1210

€1400

420 x 297mm



### Inside Back Cover

\$1100\*

£572

€665

210 x 297mm



### Outside Back Cover

\$1265\*

£660

€770

210 x 297mm

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## ANZ News – web



### Website banner – top

**\$770\*** per week  
**£440** per week  
**€495** per week  
**728 x 90px**



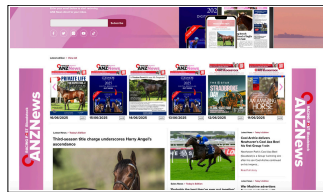
### Email banner

**\$1,100\*** per week  
**£572** per week  
**€665** per week  
**480 x 320px**



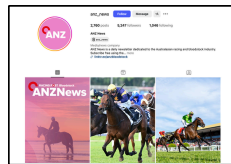
### Website banner – sides

**\$660\*** per week  
**£358** per week  
**€418** per week  
**120 x 600px**



### Social Post

**\$250\***  
**£143**  
**€165**  
**1080 x 1080px**



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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: [editor@anzbloodstocknews.com](mailto:editor@anzbloodstocknews.com)



## **BLOODSTOCK MEDIA**

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 [editor@anzbloodstocknews.com](mailto:editor@anzbloodstocknews.com)