

insideracing

MEDIA KIT & RATE CARD 2011-12



Inside Racing magazine

Inside Racing

Inside Racing magazine reaches an exclusive circulation of racehorse trainers, breeders, owners, jockeys, media and racing administrators. This high-quality publication offers a comprehensive insight into the horses, people, issues and major events in the Victorian thoroughbred racing industry.

Inside Racing also appeals to anyone with an interest in racing on any level. It features leading writers taking a look behind the scenes and embracing the excitement, passion and history of the Victorian racing industry.

Inside Breeding magazine – 2011 Annual Sires’ Supplement

Inside Breeding magazine is the annual sires’ supplement, incorporating the Thoroughbred Breeders’ Victoria (TBV) Annual.

Inside Breeding reaches all Victorian breeders and trainers as well as breeders nationally. It will be distributed with the July 2012 edition of *Inside Racing* and will be on sale, bundled with *Inside Racing*, in newsagencies.

Racing Victoria’s preferred publisher

The Slattery Media Group (SMG) commenced publishing *Inside Racing*, in August 2010 on behalf of Racing Victoria. SMG also publish *Inside Breeding* the annual breeding supplement. Together, Racing Victoria and SMG have relaunched these publications to deliver high-quality content, design and photography, whilst keeping the existing successful formula of *Inside Racing*’s and *Inside Breeding*’s strategic focus and distribution.

SMG will manage the publishing and advertising sales with Racing Victoria to provide trainers, breeders, owners, jockeys and racing enthusiasts with a publication of the highest standards.

Content

Our readers value *Inside Racing* editorial content, which features in-depth commentary, perspective, humour, debate and personality – combined with the strong design and imagery – that makes this magazine the industry leader. *Inside Racing* is not only about the stories behind the horses and the people, but it also is an essential guide for trainers in operating their racing business.

Audience

Inside Racing reaches an exclusive circulation of racehorse trainers, owners, breeders, jockeys, media, stud farms, racing organisations and race clubs. This high-quality publication appeals to anyone with an interest in racing, on any level.

Frequency

Inside Racing, which is published monthly, is Racing Victoria’s official publication providing advertisers with a perfect medium to access an affluent, hard-to-reach audience who are focused on the thoroughbred racing and breeding industry all year.

Distribution

- 4500 recipients monthly including:
- Trainers – all Victorian and leading interstate trainers
 - Breeders
 - Subscribers
 - Owners
 - Stud farms
 - Jockeys and jockeys’ agents
 - Media
 - Racing clubs and organisations
 - News agents
 - Airline lounges



“I am impressed with the way *Inside Racing* has evolved into becoming a world class publication focusing on the Victorian racing and breeding industry”

ADAM SANGSTER
SWETTENHAM STUD

Advertising opportunities

The new-look *Inside Racing* now provides advertisers with more space and flexibility to promote products, services, stallions, race meetings and feature races to suit both your budget and your marketing strategy



Cover - \$5000

Advertising on the front cover features an image promoting your product or stallion. Image and text must be approved by the publisher

Supplied image must be a minimum of 300 dpi



Cover fold out - \$5000

A high-impact component featured inside the front cover. Includes a double page spread with the cover folding out. You will own the space on both sides of the fold out, giving you exposure on four full-colour pages.

Front flap: 207mm (w) x 297mm (h)
Inside: 627mm (w) x 297mm (h)



Tip-ons \$500 per thousand

Attached to the front cover of *Inside Racing*, a tip-on is a brilliant way to maximise exposure - it is particularly successful for 'call-to-action' activities.

Maximum size: 100mm (w) x 150mm (h)
Design and print rates quoted on request



Inserts - starting from \$1500

Advertisers can insert brochures or marketing material in *Inside Racing*.

Inserts that exceed the weight limit of 100grams per issue will be subject to \$1500 increase per weight bracket (increments are in 125grams).
Design and Print rates quoted on request.



Half page vertical - \$930

Right-hand side, prime positioning can be strategically placed at the end of a feature article, creating maximum impact.

85mm (w) x 267mm (h)



Tip-in page - \$2000

For a call to action, book a tip in page that readers can tear out and return to you. Brilliant tool for building your customer database.

Specs: Starting from DL size.
Full colour 210mm (w) x 99mm (h)

Program summary chart

The race-programs summary chart is used by horse trainers on a daily basis; this is the tool they use to develop then individual race campaigns for their horses, covering a period of three months. Owners, breeders and jockeys also regularly refer to this section.



Double page strip \$500

Double-page exposure along the bottom of the summary chart. You can nominate a date-range for the placement of your advertisement.

394mm wide x 40mm high. Gutter 12mm (6mm either side of spine)



Logo and content strip \$200

A strip placed within the race programs to highlight a reminder to trainers. This is restricted to date reminders relevant to trainers, including important race-programs as well as nominations for horse sales and race series.

394mm wide x 10mm high. Gutter 40mm (20mm either side of spine)



Logos and highlights \$50

Race clubs, sponsor and bonus logos can be placed within the summary chart to further highlight to trainers important races, race series, bonuses or sponsors that provide prizemoney incentives.

Logo/PMS colours to be provided.

Race programs section

This section is referred to on a daily basis by trainers when mapping out detailed programs for their horses; this is the section they also refer to for nomination and acceptance times. Owners, jockeys and breeders also use this section in a similar manner. You can place ads next to specified dates to target and remind trainers of feature races, race meetings, sale dates or provide consistent strong branding messages.



Column ads

Full column (vertical) \$500
Half column (vertical) \$250
Quarter column (vertical) \$125
Spot ads \$100 each (cannot specify date)



Logos \$50 each

Race clubs, sponsor and bonus logos can be placed within the race programs section to further highlight the important races, race series, bonuses or sponsors that provide prizemoney incentives.



Strip: double \$500/single \$370

Run a colour strip ad along the bottom of the race programs section; either a double or single strip ad to highlight your product or service to trainers.

Section sponsorship and trade directory



Sponsorship \$500

Sponsorship of a nominated section within the publication. Includes logo and advertisement placement



Trade directory \$100

Trade directory listing \$100 per month;

Specs: 1/8 page
86mm (w) x 58.5mm (h)



2011-12 advertising rates and deadlines

Advertising rates exclude GST. 20% discount may apply for bookings of 6 months or more excluding 12 month sponsorship, trade directory and inserts.

Colour

Premium Positions	Casual	6 months
Front Cover	\$5000	\$4000
Cover fold out DPS	\$5000	\$4000
Back Cover	\$3100	\$2480
Inside Back Cover	\$2080	\$1660
Standard Positions	Casual	6 months
Double Page Spread	\$3100	\$2480
Full Page	\$1760	\$1410
Half Page (vertical/horizontal)	\$930	\$740
Quarter Page (vertical)	\$460	\$370
Strip (horizontal)	\$460	\$370
Sponsorship	\$500	\$400

Summary chart and race program section

Double strip (horizontal)	\$500	\$400
Colour strip (horizontal)	\$370	\$290
Logo and content strip	\$200	\$160
Full column (vertical)	\$500	\$400
Half column (vertical)	\$250	\$200
Quarter column (vertical)	\$125	\$100
Spot ads (each)	\$100	-
Logos (each)	\$50	-
Highlights (each)	\$50	-

Trade directory

Trade directory listing - 12 month booking	\$100 per month
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Interstate programming and mono section

	Casual	6 months
Full Page	\$1100	\$880
Half Page	\$620	\$500
Quarter Page (vertical)	\$460	\$370
Strip (horizontal)	\$260	\$210

Inserts

Inserts starting from	\$1500
Tip-ons	\$500 per thousand
Tip-ins (DL size starting from)	\$2000

Booking & Artwork Deadlines

Publication	Booking	Artwork	In Letterboxes
August	Fri 8 Jul	Mon 11 Jul	Thu 28 Jul
September	Mon 8 Aug	Wed 10 Aug	Fri 26 Aug
October	Thu 8 Sep	Mon 12 Sep	Wed 28 Sep
November	Fri 7 Oct	Mon 10 Oct	Fri 28 Oct
December	Tue 8 Nov	Fri 11 Nov	Mon 28 Nov
January	Thu 8 Dec	Fri 9 Dec	Fri 30 Dec
February	Thu 22 Dec	Tue 10 Jan	Fri 27 Jan
March	Wed 8 Feb	Fri 10 Feb	Tue 28 Feb
April	Thu 8 Mar	Fri 9 Mar	Wed 28 Mar
May	Thu 5 Apr	Tue 10 Apr	Fri 27 Apr
June	Tue 8 May	Fri 11 May	Mon 28 May
July	Fri 8 Jun	Mon 11 June	Thu 28 Jun
Inside Breeding	Fri 1 Jun	Fri 8 Jun	Thu 28 Jun

Artwork and design costs

The Slattery Media Group offers *Inside Racing* and *Inside Breeding* advertisers a special discounted rate for custom publishing design solutions. We can create your next advertisement to ensure you stand out from the crowd.

Design rates - advertisers only

Double Page Spread	\$900
Full Page	\$540
Half Page	\$360
Third Page	\$270
Quarter Page	\$270
Strip	\$270

Inserts: to be quoted upon receipt of a creative brief.

***Note all prices quoted are exclusive of GST**

Design rates are only applicable to advertisements that appear in *Inside Racing* and *Inside Breeding* magazines.

The first advertisement designed by SMG will form a template for future designs.

Changes required to the template for future advertisements will be charged at an hourly rate of \$100 ex GST.

Alterations to existing artwork supplied as EPS or InDesign files to be charged at \$100 per hour.

Rates quoted include one round of author's corrections.

Additional corrections are charged at \$100 ex GST per hour.

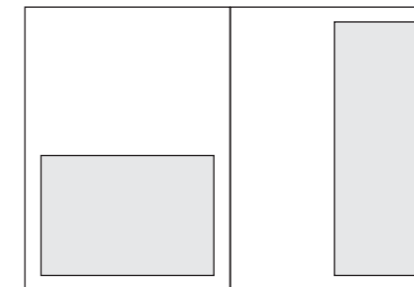
Advertisements are available in both colour and mono.

Specifications



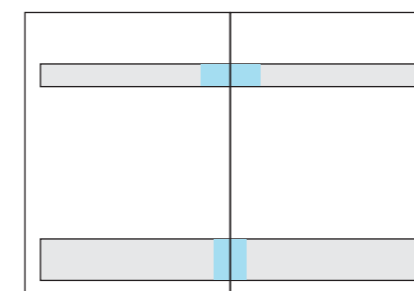
Double Page Spread
420mm wide x 297mm high
Bleed: 5mm on all sides

Cover Fold-out
Front flap: 207mm wide x 297mm high
Inside: 627mm wide x 297mm high



Half Page (horizontal)
177mm wide x 130mm high

Half Page (vertical)
85mm wide x 267mm high

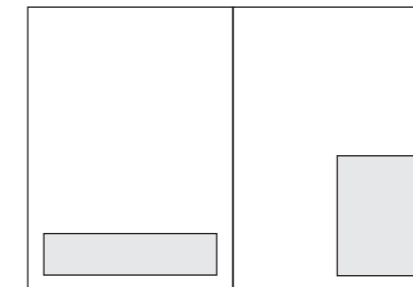


Summary Chart Strip
394mm wide x 10mm high
Gutter: 40mm (20mm either side of spine)

Double Page Strip
394mm wide x 40mm high
Gutter: 12mm (6mm either side of spine)

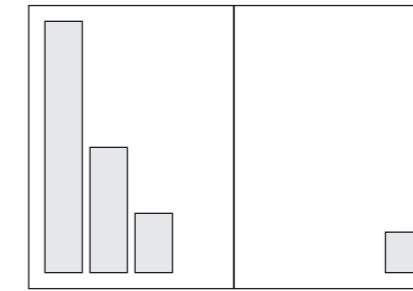


Full Page
210mm wide x 297mm high
Bleed: 5mm on all sides



Strip (horizontal)
177mm wide x 40mm high

Quarter Page (vertical)
85mm wide x 130mm high



Full column
40mm wide x 252mm high

Half column
40mm wide x 130mm high

Quarter column
40mm wide x 65.5mm high

Spot ads
40mm wide x 20-50mm high
(height will vary)
Logos to be supplied as vector based or illustrator EPS files.

Artwork requirements

Accepted files
Our preferred format for supplied artwork is a high-resolution PDF.

Colours
All placed files and artwork should be CMYK only. No RGB images or spot colours.

Resolution
All artwork should be high-resolution (300dpi). Please ensure images placed into InDesign/Quark are not scaled up beyond 100% as this lowers the effective resolution.

Fonts
All fonts should be embedded or outlined.

Rich blacks (four-colour blacks)
If you are using a solid black, please specify C=40 Y=30 M=30 K=100.

Ink weight
Total ink weight must not exceed 300%.

Bleed
Full-page artwork and double-page spreads require 5mm bleed on all sides.

Crop marks
Please include crop marks on your artwork. Registration marks are not required.

Type clearspace
Any text should be inset from the document edge by at least 5mm to allow for possible page shifts when trimming.

Logos
All logos to be supplied as vector based or illustrator EPS files.

Additional Specifications
Trade directory, summary chart strip, highlights, spot ads and logo use. Please supply logos, PMS colours and text in word

Supplying artwork

QUICKCUT: Artwork can be supplied via QuickCut: **Publisher:** AFL Publishing **Publication:** Inside Racing
EMAIL: Alternately, email your print-ready file to Laura Mullins: lauram@slatterymedia.com

About The Slattery Media Group

The Slattery Media Group, publisher of *The Thoroughbred* magazine, *The Story of the Melbourne Cup*, *Australia's Greatest Race* (Stephen Howell), *Me and Phar Lap* (Jan Wositzky), *The Cup* (Eric O'Keefe), *In My Words* (Gai Waterhouse), *Northerly*, *The Unlikely Champion* (Bob Cain) and *Racing In Australia* (Danny Power) is committed to producing first-class publications, websites and design servicing Australia's racing and breeding industry.

SMG clients include:

Racing Victoria, Arrowfield Stud, Inglis, Freedman Racing, Radio Sport National, Paul Messara Racing, Woodside Park Stud, Kitchwin Hills, Oakbank Racing Club, Bryan Martin Racing Club, and Myer One Racing Club.



Contacts

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