

inside breeding



Inside Breeding magazine is *Inside Racing's* annual breeding and sires supplement, incorporating the Thoroughbred Breeders' Victoria (TBV) Annual.

Inside Breeding reaches all Victorian breeders and trainers. It will be distributed with the July edition of *Inside Racing* on June 28, 2012.

Content

Inside Breeding includes feature articles on the latest breeding and racing issues in the Australian racing industry.

The annual sires' supplement will feature a first-season sires' preview, profiles on breeders and stallions, current stories on the Australian breeding industry, and horse health – with a comprehensive stallion and advertising directory.

Contributors will include *Inside Racing's* Danny Power, Stephen Howell, TBV's Richard Andrews and other leading writers.

Frequency

Inside Breeding is an annual sires supplement distributed with the July 2012 edition of *Inside Racing*.

Contact Tanya Fullarton
e tanyaf@slatterymedia.com
p 03 9627 2600
m 0417 193 071

Audience

Inside Breeding reaches an exclusive circulation of racehorse breeders, owners, TBV members, trainers, stud farms, jockeys, media, racing organisations and race clubs.

Distribution

8000 recipients annually including:

- Breeders – all Victorian breeders
- Breeders – all Interstate breeders with two or more broodmares
- Thoroughbred Breeders' Victoria members
- Trainers – all Victorian and leading interstate trainers
- Subscribers
- Owners
- Stud farms
- Jockeys and jockeys' agents
- Media
- Racing clubs and organisations
- All Qantas & Emirates Airline lounges in Australia

2012 advertising rates and deadlines

Position	Rate
Front Cover	\$5000
Inside Front Cover Spread	\$3600
Back Cover	\$3100
Double Page Spread	\$3100
Inside Back Cover	\$2080
Full Page	\$1760
Half Page (vertical/horizontal)	\$930
Quarter Page (vertical)	\$460
Strip (horizontal)	\$460
Sponsorship	\$300

* Rates are GST exclusive

Inserts

Inserts starting from	\$1250
Tip-ons	\$500 per thousand
Tip-ins – DL size starting from	\$2000

Booking & artwork deadlines

Booking	Artwork	In Letterboxes
Wed 31 May	Fri 8 June	Wed 28 June

