

# Inside RACING MEDIA KIT & RATE CARD

**2022 - 2023**



# 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 2022-23 Annual Sires' Supplement

Inside Breeding magazine is the annual sires' supplement.

Inside Breeding reaches all Victorian breeders and trainers as well as breeders nationally. It will be distributed with the July 2023 edition of *Inside Racing* and will be on sale, bundled with *Inside Racing*, in newsagencies.

Inside Breeding is also available as a digital edition.

**For media kit and further information contact  
[cm@magazinemedias.com.au](mailto:cm@magazinemedias.com.au)**

“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**

## 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

3000 recipients monthly including:

- Trainers – all Victorian trainers
- Trainers – leading interstate trainers
- Breeders
- Subscribers
- Owners
- Stud farms
- Jockeys and jockeys' agents
- Media
- Racing clubs and organisations



# 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 - \$5250

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 - \$5200

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 \$550 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 \$1600

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 - \$980

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 - \$2100 + print

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

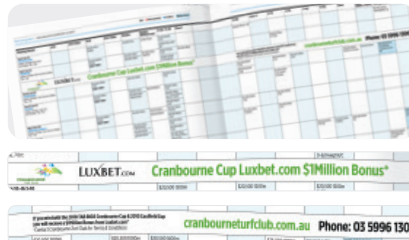
The race-programs summary chart is used by horse trainers on a daily basis; this is the tool they use to develop then individual race campaigns for their horses, covering a period of three months. Owners, breeders and jockeys also regularly refer to this section.



## Double page strip \$550

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

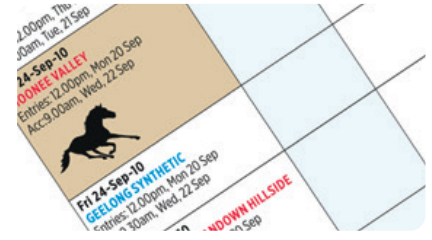
**394mm wide x 40mm high. Gutter 12mm (6mm either side of spine)**



## Logo and content strip \$220

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 \$100

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 \$100 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.



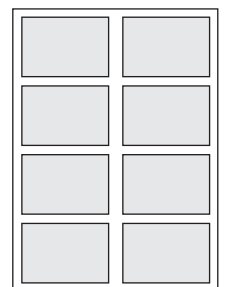
## Sponsorship \$500

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)**



**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	\$5250	\$4200
Cover fold out DPS	\$5250	\$4200
Inside Front Cover	\$3000	\$2400
Back Cover	\$3300	\$2600
Inside Back Cover	\$2200	\$1750
Standard Positions	Casual	6 months
Double Page Spread	\$3300	\$2600
Full Page	\$1850	\$1490
Half Page (vertical/horizontal)	\$980	\$740
Quarter Page (vertical)	\$495	\$390
Strip (horizontal)	\$495	\$390
Sponsorship	\$525	\$425

### Summary chart and race program section

Double strip (horizontal)	\$525	\$420
Colour strip (horizontal)	\$390	\$320
Logo and content strip	\$220	\$180
Full column (vertical)	\$525	\$420
Half column (vertical)	\$270	\$220
Quarter column (vertical)	\$130	\$105
Spot ads (each)	\$100	-
Logos (each)	\$100	-
Highlights (each)	\$100	-

### Trade directory

(Ad runs for 12 months at the below price)

55mm x 1 column	\$800
75mm x 1 column	\$1,050
55mm x 2 column	\$1,300
75mm x 2 column	\$1,750

### Interstate programming and mono section

	Casual	6 months
Full Page	\$1150	\$930
Half Page	\$650	\$525
Quarter Page (vertical)	\$490	\$390
Strip (horizontal)	\$280	\$220

### Inserts

Inserts starting from	\$1600
Tip-ons	\$550 per thousand

## Booking & Artwork Deadlines

Publication	Booking	Artwork	In Letterboxes
August 22	5 Jul	8 Jul	28 Jul
September 22	1 Aug	4 Aug	29 Aug
October 22	5 Sep	8 Sep	29 Sep
November 22	3 Oct	6 Oct	28 Oct
December 22	31 Oct	3 Oct	28 Nov
January 23	5 Dec	8 Dec	29 Dec
February 23	23 Dec	5 Jan	27 Jan
March 23	6 Feb	9 Feb	8 Feb
April 23	6 Mar	9 Mar	28 Mar
May 23	3 Apr	6 Apr	28 Apr
June 23	1 May	4 May	29 May
July 23	5 Jun	8 Jun	29 Jun
<b>Inside Breeding 2023</b>	22 May	29 May	

## Artwork and design costs

Hardie Grant Media 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	\$950
Full Page	\$580
Half Page	\$380
Third Page	\$285
Quarter Page	\$285
Strip	\$285

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 HGM will form a template for future designs.

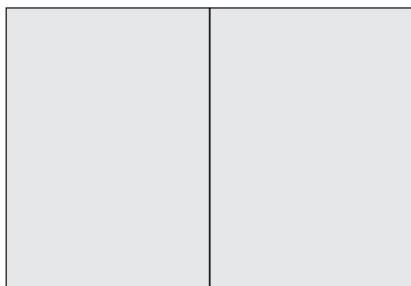
Changes required to the template for future advertisements will be charged at an hourly rate of \$100 ex GST.

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.



### Double Page Spread

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

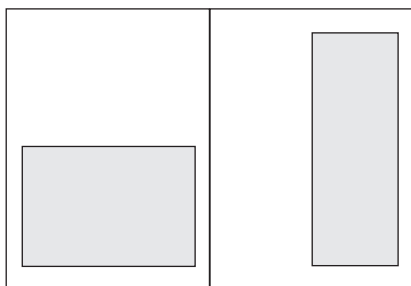
### Cover Fold-out

Front flap: 207mm wide x 297mm high  
Inside: 627mm wide x 297mm high



### Full Page

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

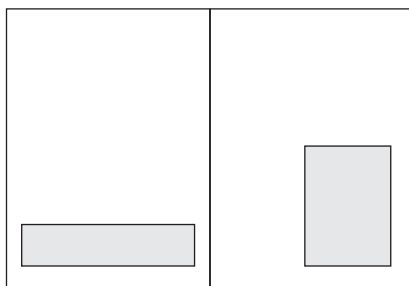


### Half Page (horizontal)

177mm wide x 130mm high

### Half Page (vertical)

85mm wide x 267mm high

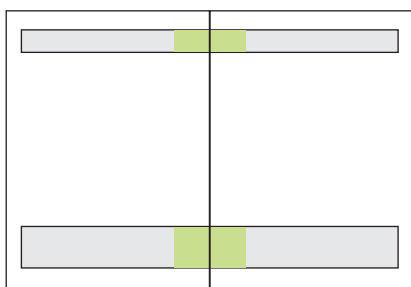


### Strip (horizontal)

177mm wide x 40mm high

### Quarter Page (vertical)

85mm wide x 130mm high

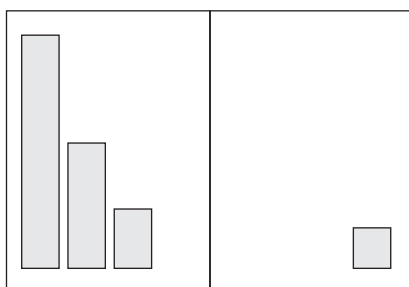


### Summary Chart Strip

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 column

40mm wide x 252mm high

65.5mm high

### Half column

40mm wide x 130mm high

### Quarter column

40mm wide x

## 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 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

**EMAIL:** Email your print-ready file to Cathryn Meredith:  
[cm@magazinemedias.com.au](mailto:cm@magazinemedias.com.au)

Hardie Grant  
MEDIA



Racing  
Victoria



# Inside RACING

## Contacts

### Advertising and new business enquiries

*(including material delivery and completed booking forms)*

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### Subscriptions

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