

inside breeding

Inside Breeding magazine is *Inside Racing's* annual breeding and sires' supplement.

Inside Breeding reaches all Victorian breeders and trainers. It will be distributed with the July edition of *Inside Racing* in June 2021.



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 and other leading writers.

Frequency

Inside Breeding is an annual sires' supplement distributed with the July 2021 edition of *Inside Racing*.

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Audience

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

Distribution

- 5000 recipients annually including:
- Breeders – Victorian breeders
- Breeders – Interstate breeders with two or more broodmares
- Trainers – Victorian and leading interstate trainers
- Subscribers
- Owners
- Stud farms
- Jockeys and jockeys' agents
- Media
- Racing clubs and organisations

2021 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	\$1950
Half Page (vertical/horizontal)	\$1080
Quarter Page (vertical)	\$595
Strip (horizontal)	\$460
Sponsorship	\$300

* Rates are GST exclusive

Inserts

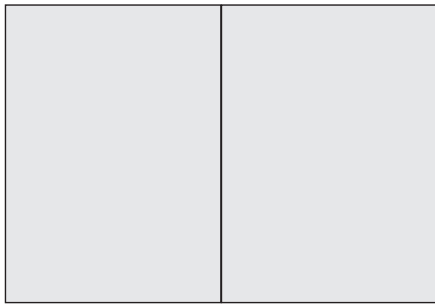
Inserts starting from	\$1250
Tip-ons	\$500 per thousand
Tip-ins – DL size starting from	\$2000

Booking & artwork deadlines

Booking	Artwork
Thu 11 May	Thu 25 May



Specifications



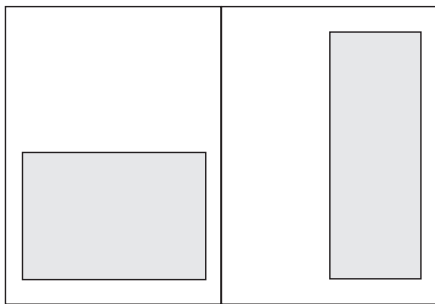
Double Page Spread

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



Full Page

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

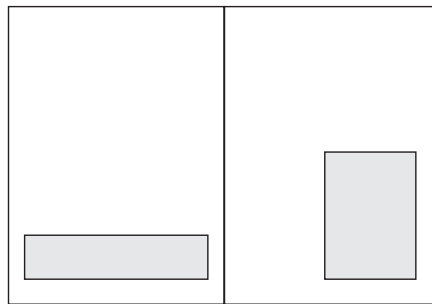


Half Page (horizontal)

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

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@magazinemediacom.au,

Corinne Randall: pa@magazinemediacom.au

or Hannah Louey: hannahlouey@hardiegrant.com

Contacts

Advertising and new business enquiries

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Material delivery and completed booking forms

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MEDIA



Racing Victoria