



MEDIA KIT 2025

Racing NSW Magazine

Racing NSW Magazine is a high-quality publication with a dedicated circulation subscription base of over 3,500 copies per month, plus pass on Thoroughbred industry readers.

The magazine directly targets those with an interest in Thoroughbred racing and offers colourful and informative behind the scenes articles about the people and Thoroughbreds that make up the sport, as well a comprehensive guide to what's coming up for industry participants.

Advertising in **Racing NSW Magazine** gives your business a vital edge – as a hub for the NSW Thoroughbred Racing Industry it provides a solid platform to communicate with those at the epicentre of the sport, as well as a broader demographic of racing enthusiasts both in Australia and overseas.

Through a loyal subscription base, each edition provides advertisers with strong contact for their advertising message to reach key decision makers, and people in the NSW Thoroughbred Racing industry. The profile of readers includes Thoroughbred horse owners, breeders, trainers, syndication members, buyers, jockeys and people involved the Thoroughbred racing industry in both business and investment.

MONTHLY CIRCULATION

3,500

Racing NSW official monthly publication

Racing NSW

SEPTEMBER 2024



ANOTHER HEADLINE FOR SCHILLER

TICKETS \$5

KOSCIUSZKO
LAST CHANCE
Tickets sales close at 11:59pm on MON 9 SEPTEMBER. Draw on WED 11 SEPTEMBER.

SCAN TO ENTER

Racing NSW official monthly publication

Racing NSW

OCTOBER 2024



EVERYONE WANTS THEIR HANDS ON THE TAB EVEREST

FAMED COUNTRY
TRAINER RETIRES, P6

CAREERS ON SHOW TO
NEW BREED, P10

Racing NSW official monthly publication

Racing NSW

NOVEMBER 2024



WORLD WATCHES EVEREST'S CLIMB

EASY DOES IT IN
KOSCIUSZKO, P6

GUNDAGAI'S TRIBUTE TO
POPULAR CALLER, P12

Racing NSW official monthly publication

Racing NSW

DECEMBER 2024



THE HUNTER BREAKS ALL RECORDS

RACING MATES READY
TO SUPPORT, P6

BROCK'S NOW MORE
GROUNDED, P8

Magazine Rates

GENERAL COLOUR SECTION	CASUAL	6 REPEATS (10% discount)
full page	\$1,650	\$1,485
inside front page	\$2,000	\$1,800
inside front double page spread	\$3,600	\$3,240
double page spread	\$3,100	\$2,790
outside back cover	\$3,100	\$2,790
inside back cover	\$2,000	\$1,800
1/2 page	\$930	\$837
1/3 page	\$610	\$549
1/4 page	\$460	\$414
50mm strip	\$310	n/a
MONO SECTION	CASUAL	6 REPEATS (10% discount)
full page	\$1,200	\$1,080
1/2 page	\$750	\$675
1/3 page	\$480	\$432
1/4 page	\$460	\$414
30mm strip	\$200	n/a

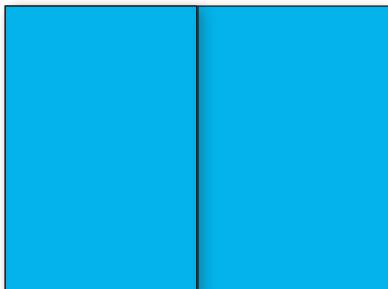
NB: all rates are GST exclusive.

CLASSIFIEDS (mono only)	
full page	\$960
1/2 page	\$530
1/3 page	\$360
1/4 page	\$270
1/8 page	\$140
1/12 page	\$90

INSERTS (all full run)	
<i>Minimum 3,000 copies required</i>	
one page (2 sides)	\$1,250
two page (4 sides)	\$2,000

Advertising Sizes

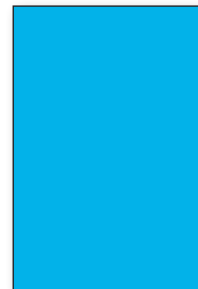
COLOUR SECTION



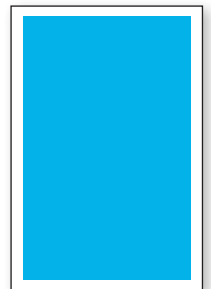
double page spread (full bleed)
w 430mm x h 305mm
Trim: w 420mm x h 297mm



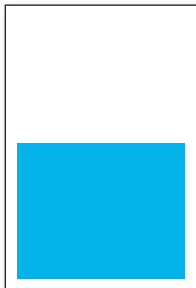
double page spread (no bleed)
w 390mm x h 260mm



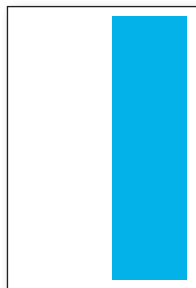
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Trim: w 210mm x h 297mm



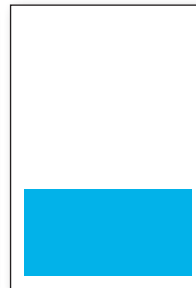
full page (no bleed)
w 175mm x h 260mm



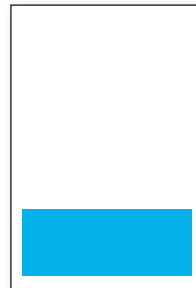
1/2 page horizontal
w 175mm x h 130mm



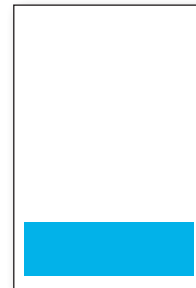
1/3 page vertical
w 72mm x h 260mm



1/3 page horizontal
w 175mm x h 87mm

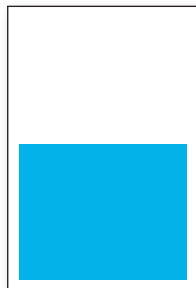


1/4 page horizontal
w 175mm x h 62mm

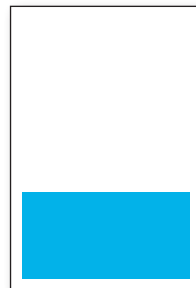


50mm strip
w 175mm x h 50mm

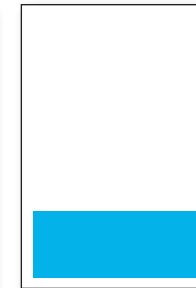
MONO AND CLASSIFIEDS SECTION ONLY



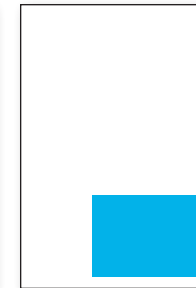
1/2 page horizontal
w 180mm x h 130mm



1/3 page horizontal
w 180mm x h 87mm



1/4 page horizontal
w 180mm x h 62mm



1/8 page horizontal
w 90mm x h 65mm



1/12 page vertical
w 68mm x h 65mm

Advertising Deadlines

Issue	DISTRIBUTED	BOOKING	MATERIAL DUE
January 2025	Friday 20 Dec	Monday 2 Dec	Monday 9 Dec
February 2025	Friday 31 Jan	Monday 6 Jan	Monday 13 Jan
March 2025	Friday 28 Feb	Tuesday 4 Feb	Tuesday 11 Feb
April 2025*	Monday 31 March	Friday 7 March	Friday 14 March
May 2025	Wednesday 30 April	Friday 4 April	Friday 11 April
June 2025	Friday 30 May	Monday 5 May	Monday 12 May
July 2025	Monday 30 June	Friday 6 June	Friday 13 June
August 2025	Thursday 31 July	Monday 7 July	Monday 14 July
September 2025	Friday 29 August	Wednesday 6 August	Wednesday 13 August
October 2025	Tuesday 30 Sept	Friday 5 Sept	Friday 12 Sept
November 2025	Friday 31 Oct	Wednesday 8 Oct	Wednesday 15 Oct
December 2025	Friday 28 Nov	Thursday 6 Nov	Thursday 13 Nov
January 2026**	Friday 19 Dec	Friday 28 Nov	Friday 5 Dec

*Easter (Good Friday 18 April - Easter Monday 21 April) **Early due to Christmas

Contacts

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Racing New South Wales Offices

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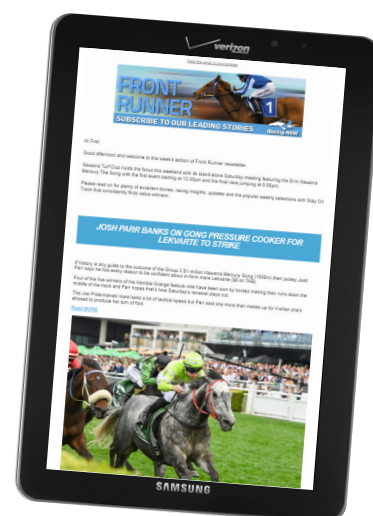
T: +61 2 9551 7500 | F: +61 2 9551 7501

E: racing@racingnsw.com.au

Racing NSW e-Newsletter

Racing NSW emails weekly electronic communications to over 14,000 engaged subscribers and racing enthusiasts each week.

Front Runner is a weekly e-Newsletter which has a mix of stories, tips, prizes and insights onto the industry.



Advertising Size	E-Newsletter	DURATION	RATE
Banner size: w 728px x h 90px	Front Runner Banner	1 month	\$500

14K

TOTAL
SUBSCRIBERS

33%

AVERAGE
OPEN RATE

30%

AVERAGE
CTR

Advertising Packages

Integrate across Racing NSW mediums to reach a variety of racing consumers in a variety of formats.

PACKAGE 1	DURATION	VALUE	RATE
Full Page (Magazine)	1 edition	\$1,650	\$1,800
Front Runner Banner	1 month	\$500	Valued at \$2,150

PACKAGE 2	DURATION	VALUE	RATE
Double Page Spread (Magazine)	1 edition	\$3,100	\$3,200
Front Runner Banner	1 month	\$500	Valued at \$3,600

* NOTE: Various packages can be negotiated (contact Ken Baker, McGowen Cox Media – details on page 6)

Technical Information

FORMATS: For print media we require pdf. Please ensure all fonts are embedded; file resolution is 300dpi minimum, CMYK colors only (no spot or RGB colours). For full page adverts 3mm bleeds and trim marks. For website advertising, web standard optimised files required (gifs, pngs, flv, flash, jpegs).

INSERTS: Supplied ready for direct insertion. Maximum allowable is w200mm x h270mm. If larger, inserts may be folded and a charge will apply. All inserts must be delivered to Racing NSW in Sydney no later than 15th of the month before (eg. November 15th for December issue).

DEADLINES: All colour materials must be received before the 1st of the month prior to the cover month (eg. November 1 for December issue).

CANCELLATIONS: Must be advised in writing prior to the 1st of the month (eg. November 1 for December issue). Advertisers are liable for full payment should a cancellation be advised on or after the 1st of the month.

RIGHT OF REFUSAL: Racing NSW retains the right to refuse to publish any advertisement on sight of material.

GST: Is excluded in all prices.

RESPONSIBILITY WAIVER: No guarantee can be given for the accuracy in setting hand-written copy or for quality of reproduction from unsuitable or previously screened illustration material. Copy should be supplied in typewritten form and accompanied by original photographs or artwork. The publisher accepts no responsibility for any loss arising from failure of all or part of an advertisement to appear or for any error in advertisement.

PAYMENTS: Are due and payable within 7 days of receipt of official Racing NSW invoice (all advertisements under \$300 are to be paid for at time of booking).

EDITORIAL: All editorial submissions shall be used at the publisher's discretion. No advertisement by the client shall be reliant on supporting editorial.

VETERINARY ADVERTISEMENTS: All new veterinary advertisements must be approved by Racing NSW and therefore supplied one week before the regular deadline.

MATERIAL FOR ALL ADVERTISING: To be forwarded to production co-ordinator. All cheques must be made payable to Racing NSW. All booking slips must be signed and returned before artwork and production will commence.