

# PRICE LIST & SPECIFICATIONS



**RACING POST**  
**ANZ BLOODSTOCK**



### WORLDWIDE APPEAL

ANZ Bloodstock is daily read in over 30 countries



### DAILY READERSHIP

The essential daily read for over 9,000 subscribers



### CENTRE OF THE INDUSTRY

Working with over 75 advertisement clients

# PRICE LIST & SPECIFICATIONS

\*AUD. Currencies listed are AUD, GBP and Euro. Prices are applicable to the location of the client booking.

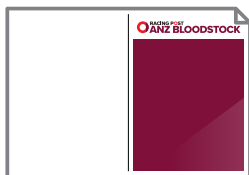
#### FALSE COVER

\$1375\*

£865

€875

210mm wide  
x 220mm high



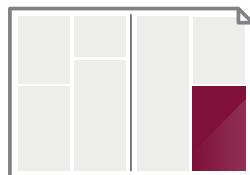
#### QUARTER PAGE

\$478\*

£315

€325

93mm wide  
x 128mm high



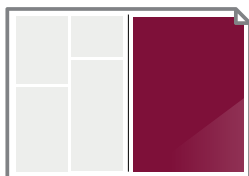
#### FULL PAGE

\$1045\*

£645

€655

210mm wide  
x 297mm high



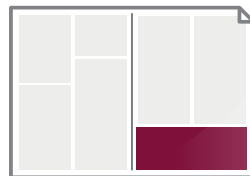
#### DOUBLE PAGE STRIP

\$478\*

£315

€325

192mm wide  
x 60mm high



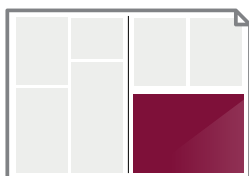
#### HALF PAGE HORIZONTAL

\$605\*

£380

€385

192mm wide  
x 128mm high



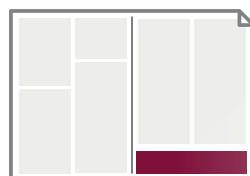
#### SINGLE PAGE STRIP

\$357\*

£248

€248

192mm wide  
x 30mm high



#### HALF PAGE VERTICAL

\$605\*

£380

€385

93mm wide  
x 250mm high



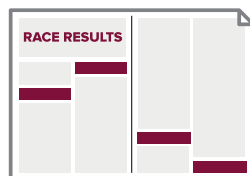
#### RESULTS SUCCESS ADVERT

\$44\*

£28

€27

93mm wide  
x 15mm high



Advertisements are subject to a 25% print surcharge during print periods unless otherwise agreed to

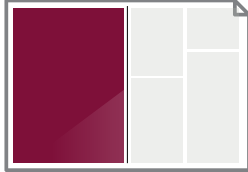
# PRICE LIST & SPECIFICATIONS

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## INSIDE FRONT COVER

\$1210\*  
£655  
€765

☑ 210mm wide  
x 297mm high



## OUTSIDE BACK COVER

\$1265\*  
£660  
€770

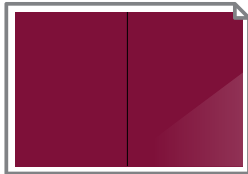
☑ 210mm wide  
x 297mm high



## CENTREFOLD\*\*

\$2000\*  
£1210  
€1400

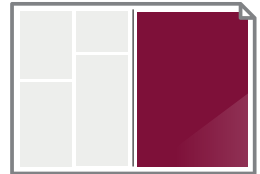
☑ 420mm wide  
x 297mm high



## INSIDE BACK COVER

\$1100\*  
£572  
€665

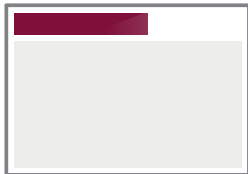
☑ 210mm wide  
x 297mm high



## WEBSITE BANNER TOP - WEEK

\$770\*  
£440  
€495

☑ 728px wide  
x 90px high



## WEBSITE BANNER SIDE - WEEK

\$660\*  
£358  
€418

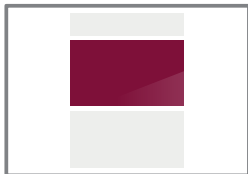
☑ 120px wide  
x 600px high



## EMAIL BANNER - PER WEEK

\$1100\*  
£572  
€665

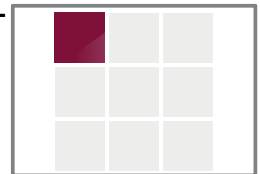
☑ 480px wide  
x 320px high



## SPONSORED SOCIAL MEDIA POST

\$250\*  
£143  
€165

☑ 1080px wide  
x 1080px high



## ADD VIDEO

+\$275\*  
+£143  
+€165

Embed YouTube,  
Vimeo or  
video files



## FULL PAGE WITH INTERACTIVE BOOKLET

\$3300\*  
£1705  
€2000



## HALF PAGE WITH GIF

+\$120\*  
+£80  
+€91



\*\*Full pages are unable to be run consecutively. There will be one Centrefold (double page spread in the middle of the Edition) available per Edition. Pre-booking is highly recommended.

Advertisements are subject to a 25% print surcharge during print periods unless otherwise agreed to

# CONTACT & INFORMATION

**CONTACT THE TEAM AT ANZ BLOODSTOCK  
TO DISCUSS YOUR ADVERTISING REQUIREMENTS.**



## **Charmein Bukovec**

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## **Aaron Davies-Jones**

**Creative Lead and Production Manager**

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## **SUPPLYING YOUR ARTWORK:**



All adverts should be booked in one day prior to the day of publication. The copy should be sent in a high res PDF file, less than 2.5MB, with no crop marks or bleed required. The deadline to submit artwork is 4pm the day prior to publication, unless agreed otherwise. Once we have received your artwork, a member of our team will confirm receipt with you.

Please send all ad copy to: [advertising@anzbloodstocknews.com](mailto:advertising@anzbloodstocknews.com)

## **Bloodstock Media**

**Need Help creating artwork?** Bloodstock Media is a full service marketing agency that works exclusively within the bloodstock industry. If you need to reach people in the thoroughbred world, we have the understanding, skills and experience to transform your marketing communications so that they really stand out. Whether it's a one off ad or a full campaign, we can assist you.

**Contact a member of the team to discuss your design requirements.**