



## Trainer Magazine Ahead of the field.

North American Trainer Magazine. The most forward-thinking quarterly magazine for the training and development of the thoroughbred racehorse. It includes covers profiles on leading racehorse trainers and covers subjects including; welfare, training, nutrition and the racing business. As well as containing an indexes for all major forthcoming stakes races around the world. The magazine covers all the latest and innovative developments within the horse racing industry and is a must read publication for anyone serious about sport horse training.

## Trainer Magazine on iTunes

North American Trainer Magazine is the first 'Racing Magazine' available as a downloadable APP on iTunes. Which is just one example of how ground breaking this publication is. With great distribution over a variety of platforms, it really is the only racing magazine that in today's multi-media world is ahead of the game. Not only does it broadcast your message direct to your existing and potential customers but also with complimentary web advertising and an online presence it enables direct links to your website. With North American Trainer your advertising goes further, much further.



### Early Spring 2011 editorial content will include:

- Starting Stall Injuries in 2yos
- The Carbon Hoofprint
- The forgotten vitamin - Vitamin K
- How to avoid overtraining
- Bone Bruising
- Epigenetics
- Equine Piroplasmiasis

The quarterly magazine for the training and development of the thoroughbred

# 2011 Media Information

## Key facts about our readers

- On average, each separate copy of the magazine is read by 3.5 individuals
- Total readership of North American Trainer now exceeds 28,000
- Each reader of North American Trainer who trains / manages horses is, on average, responsible for the day to day care of 17 thoroughbreds
- We estimate that our readership is responsible for the day to day care of over 80,000 horses
- 82% of trainers who took part in a recent survey said that editorial published in North American Trainer has influenced their training decisions
- The average cost to a reader of North American Trainer to train a thoroughbred is now over \$95 per week
- Therefore, this week alone, the average readers of North American Trainer will spend over \$1,600 on costs relating to the training of their thoroughbreds

## Key facts about the magazine

- The official magazine of the CTT (California Thoroughbred Trainers association) and the only magazine sent to all its members
- The only magazine sent to all THA (Thoroughbred Horsemen Association) trainer members
- The only magazine sent to all CBA (Consignors & Commercial Breeders Association) members
- Distributed via the racing offices of all tracks open (for training / racing) every quarter
- Distributed at all major yearling and breeding stock sales
- Distributed via mail to the addresses of trainers, subscribers and key industry professionals

## 2011 Schedule

### Early Spring Issue

Space reserved by 01/17/2011  
 Materials due by 01/21/2011  
 Magazine available from itunes / app store 01/26/2011  
 Magazines mailed from 01/31/2011

### Triple Crown Issue

Space reserved by 04/05/2011  
 Materials due by 04/08/2011  
 Magazine available from itunes / app store 04/13/2011  
 Magazines mailed from 04/21/2011

### Summer Issue

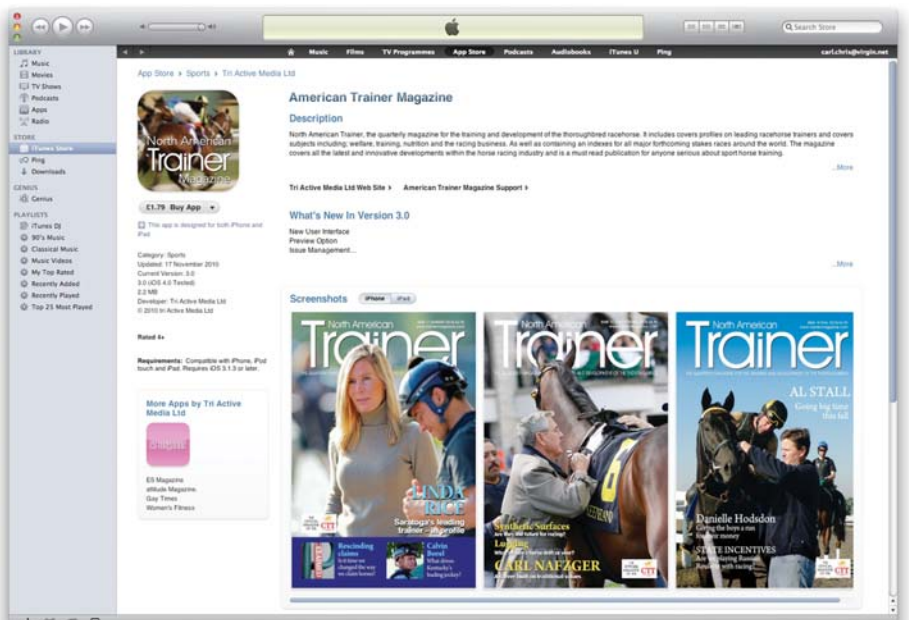
Space reserved by 07/01/2011  
 Materials due by 07/06/2011  
 Magazine available from itunes / app store 07/11/2011  
 Magazines mailed from 07/18/2011

### Breeders' Cup Issue

Space reserved by 10/07/2011  
 Materials due by 10/10/2011  
 Magazine available from itunes / app store 10/15/2011  
 Magazines mailed from 10/21/2011

\* Subject to alteration

The first Racing Magazine available via iTunes



**Payment options**

- **30 days interest free**  
For accounts settled in full
- **7.5% discount**  
for pre-pay accounts  
(except 1/8 page adverts)

**Added extras**

- **All 2 issue + Ad packages**  
now come with  
*complimentary web*  
*advertising*
- **All adverts are now**  
*ipad / iphone enabled*

**2011 Print Advertising Rates**

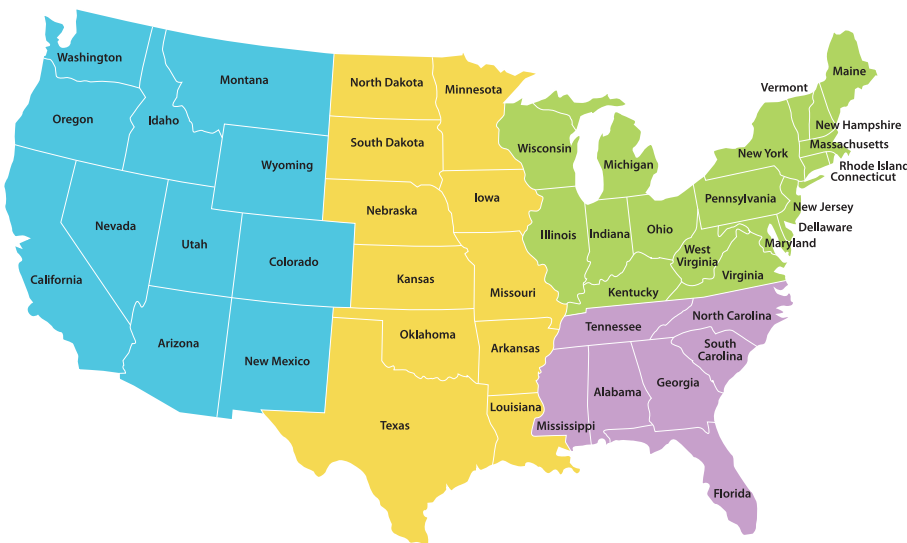
Rates are for US Dollars and are per insertion

	1 issue	2 issues	3 issues	4 issues
Cover Positions	n/a	n/a	n/a	On application
Full Page 4 Color	\$2,395	\$2,280	\$2,175	\$2,070
2/3 Page 4 Color	\$1,720	\$1,640	\$1,565	\$1,485
1/2 Page 4 Color	\$1,335	\$1,270	\$1,195	\$1,145
1/2 Page Spot /				
one color	\$1,145	\$1,090	\$1,040	\$985
1/3 Page 4 Color	\$1,195	\$1,145	\$1,090	\$1,030
1/4 Page 4 Color	\$895	\$850	\$810	\$760
1/4 Page Spot /				
one color	\$655	\$630	\$595	\$565
1/8 Page				
Suppliers Guide	\$445	n/a	n/a	\$790 PRE PAY
Stakes Schedule Strip	\$280	\$280	\$280	\$280

**2011 Website Advertising Rates**

From \$195 per quarter or complimentary with all 2 issue+ plans

8,000 copies of North American Trainer Magazine distributed every quarter



**American Distribution**  
Direct mailed copies

- West – 41.7%
- North – 47%
- South – 5.5%
- Central – 5.8%

**Racetrack copies**

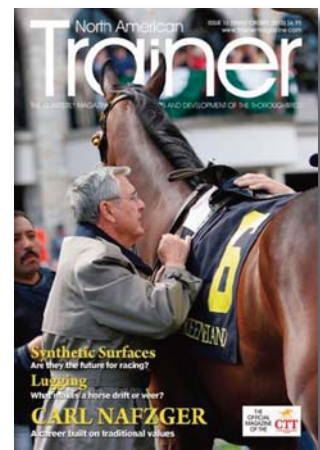
- West – 16%
- North – 52%
- South – 11%
- Central – 21%

**Canadian Distribution**  
Direct mailed copies

To trainers in Ontario, British Columbia and Alberta

**Racetrack copies**

To all major racetracks



View this issue online  
[www.trainermagazine.com/america](http://www.trainermagazine.com/america)



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