

ISSUE	DESCRIPTION	BOOKING DEADLINE
February	Farming & Breeding Management	December 23, 2009
March	Sovereign Awards Coverage	January 22, 2010
April	Health & Nutrition	February 25, 2010
May	CTHS Annual Statistical Review Issue	March 26, 2010
June/July	Queen's Plate Souvenir Issue	May 3, 2010
Aug/Sept	Major Race Coverage, Sale Previews	July 8, 2010
Oct/Nov	Major Race Coverage, Sale Results, Lifestyle	September 1, 2010
Dec/Jan	Annual Sire Book *Year Round Readership*	<b>Pedigree Pages: Oct. 8, 2010</b> <b>Display Pages: Nov. 9, 2010</b>



## READER FACTS

**ABOUT US:** *Canadian Thoroughbred* is the only national source for racing statistics, racing and breeding updates, sales results, provincial reviews and reports on the events and people that influence racing across the country.

**READERSHIP:** *Canadian Thoroughbred* is the leading magazine for breeders, owners, trainers and farm managers who make thoroughbred racing their business.

**FREQUENCY:** 8 issues per year

**READER DEMOGRAPHIC:**

- Male - 60% Female - 40%
- Where are horses boarded - own farm, 63%
  - trainers and track, 47%
- Loyalty of readers - 51.7% keep issues for 1-2 years
  - 38.7% keep for many months
- Purchasing power - 57.3% have purchased products after seeing ads in *Canadian Thoroughbred*
- Attend Sales - 95.2%
- Acres owned - 10 & under, 37%
  - 10 - 50, 20%
  - over 50, 33%

source: reader survey 06/06