

ISSUE	DESCRIPTION	BOOKING DEADLINE
February	Farming & Breeding Management, Lifestyle	December 20, 2010
March	Health & Nutrition, 40th Anniversary	January 21, 2011
April	CTHS Annual Statistical Review Issue	February 25, 2011
May	Sovereign Awards	March 25, 2011
June/July	Queen's Plate Souvenir Issue	May 3, 2011
Aug/Sept	Major Race Coverage, Sale Previews	July 11, 2011
Oct/Nov	Major Race Coverage, Sale Results	September 1, 2011
Dec/Jan	Annual Sire Book *Year Round Readership*	Pedigree Pages: Oct. 7, 2011 Display Pages: Nov. 7, 2011



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