

| 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* | <b>Pedigree Pages: Oct. 7, 2011</b><br><b>Display Pages: Nov. 7, 2011</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