

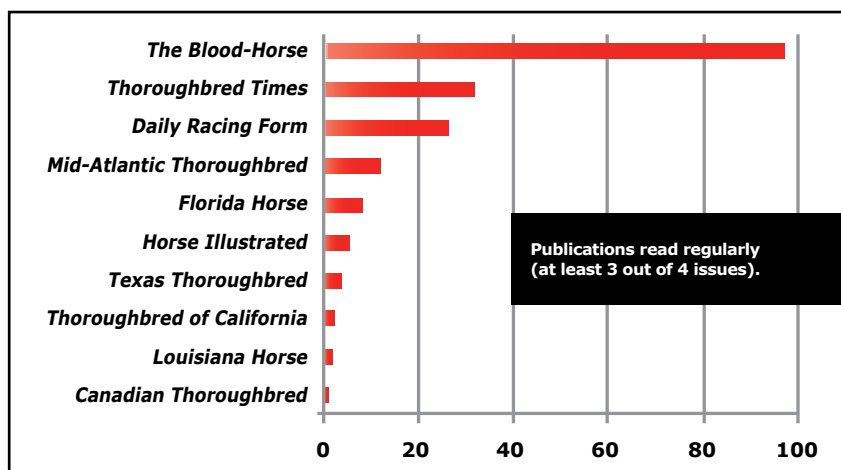
“Facts are stubborn things...”

— John Adams (1735-1826)

MEDIA FACT SHEET

To view this information online and read additional media fact sheets, visit:
BloodHorse.com/MediaFactSheet

A Curve Developed In 1885 Can Help Today’s Breeders Remember Your Message.



The Ebbinghaus Curve of Forgetting, first developed in 1885, shows that two-thirds of us forget a specific message one day after exposure. After one week, only one-quarter will remember the message. After four weeks, the message is but a distant memory.

Thus, the case for advertising frequently. But if your medium isn't read, your advertising isn't seen. This is a concern if you scatter your advertising among media. But you don't have to worry if you concentrate your campaign in *The Blood-Horse*. The Matrix Group reports that 96.9% of our subscribers read 3 of 4 issues, while 91.5% read **every** issue.* Other industry publications don't fare so well among this group.

Who are these readers? Respondents were male (54.9%), mature (age 57.5), and affluent (HHI of \$211,060). They have been in the Thoroughbred industry for more than 19 years. More than half (57.7%) are owners; just under half (41.3%) are breeders. Their average investment in Thoroughbred racing/breeding stock is \$511,003. And, the group includes all members of the Thoroughbred Owners and Breeders Association. Best of all: *These owners and breeders spend an average of 96 minutes with each issue of the magazine!**

The loyalty between *The Blood-Horse* and its readers was not built overnight ... we've been earning their trust for the past 93 years. Take advantage of this bond: Advertise frequently and concentrate your message in a proven industry leader.

*Source: The Matrix Group, Inc. 2008 Reader Survey for *The Blood-Horse*, October 2008. Publications listed are trademarks of their respective owners.

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The Blood-Horse
SINCE 1916

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