

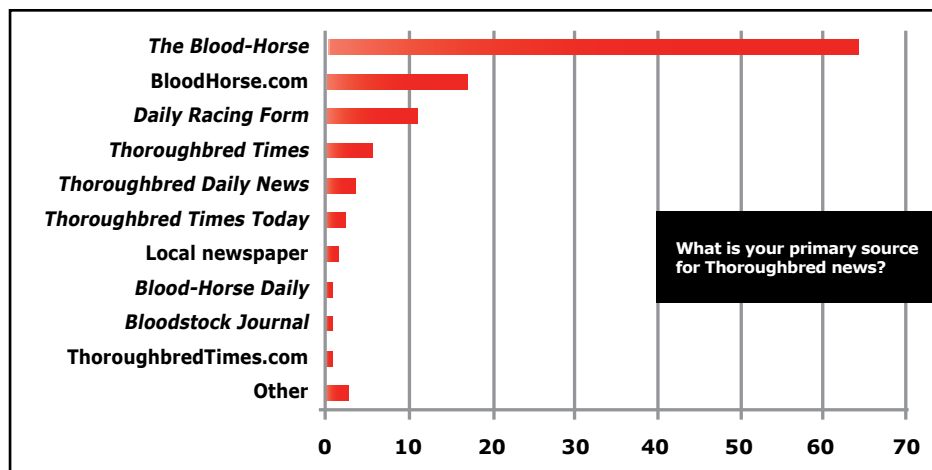
*“Facts are stubborn things...”*

— John Adams (1735-1826)

# MEDIA FACT SHEET

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## Read By More People In More Places, *The Blood-Horse* and BloodHorse.Com Rank #1 And #2 As The Primary News Source For Thoroughbred Industry Professionals.



Over the years, *Blood-Horse* journalists and photographers have been consistently recognized for their outstanding work covering racing and breeding. *The Blood-Horse* is the leading international news and information source in the industry, reaching every corner of Thoroughbred world.

Every day our team of journalists delivers important and engaging news stories from around the world, with intelligence and insight that you simply can't find anywhere else. But don't take our word for it. Take a moment to check out who industry professionals said they turn to as their primary news source.

In a recent survey, 65.2% of respondents said *The Blood-Horse* is their primary source for Thoroughbred news while 17.7% said BloodHorse.com. That's compared to only 5.7% who said *Thoroughbred Times*; 4.0% said *Thoroughbred Daily News*; and just 0.9% said ThoroughbredTimes.com.\*

How can this benefit you as an advertiser? One affordable ad buy with Blood-Horse Publications would enable you to target more than 80% of this same group.

The bottom line: There's no need to scattershot your marketing approach, no need to worry where your ad dollars might be going, and no need to wonder where the industry turns first for news and information.

Expertise x Audience = The right ad buy every time!

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

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