

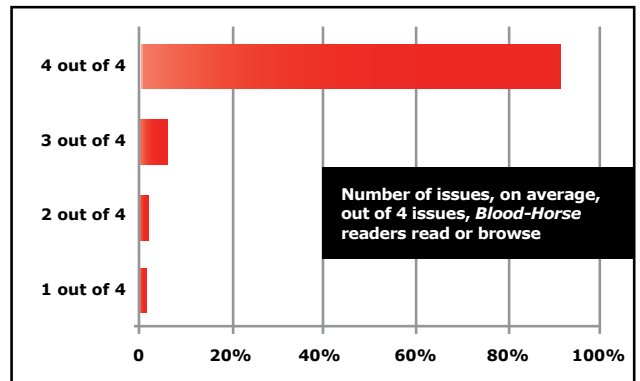
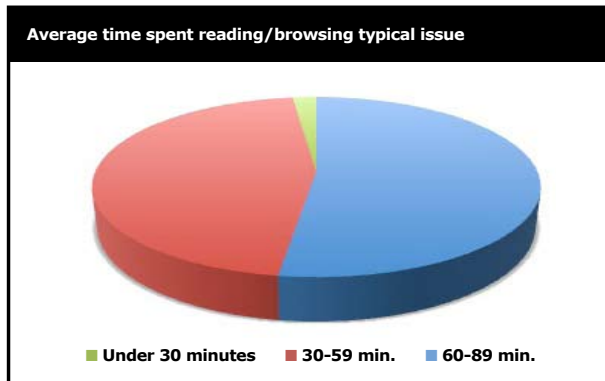
*“Facts are stubborn things...”*

—John Adams (1735-1826)

# MEDIA FACT SHEET

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## Reader Involvement Drives Ad Recall. And *The Blood-Horse* Delivers A Dedicated, Highly-Involved Audience Every Week.



In today's business climate, savvy marketers are rethinking their promotion strategies. They no longer have the luxury of scattering their marketing message seeds here and there in hopes that something grows. Instead they are concentrating their efforts and wisely planting their marketing dollars where it makes the most sense: Where their core audience concentrates the most time.

In the Thoroughbred industry, that would be in *The Blood-Horse*. *The Blood-Horse* doesn't just deliver the industry's largest audience, it delivers a highly-involved readership. On average, Blood-Horse subscribers spend 1.6 hours reading a typical issue.

When you factor in that 91.5% of subscribers read 4 out of 4 issues, plus over half (54.7%) read or look into a typical issue 2 or 3 times—with 56.9% of readers saving each issue for future reference—you discover an amazing bond between *The Blood-Horse* and its readers. The benefit to Blood-Horse advertisers: Because readers are so highly-engaged with each issue, they are more likely to see and remember your advertising.

Isn't it time you started paying for real attention and not just imitation and casual participation?

Source: The Matrix Group, Inc. 2008 Reader Survey for *The Blood-Horse*, October 2008.

100808-005v.1

***The Blood-Horse***  
SINCE 1916

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