

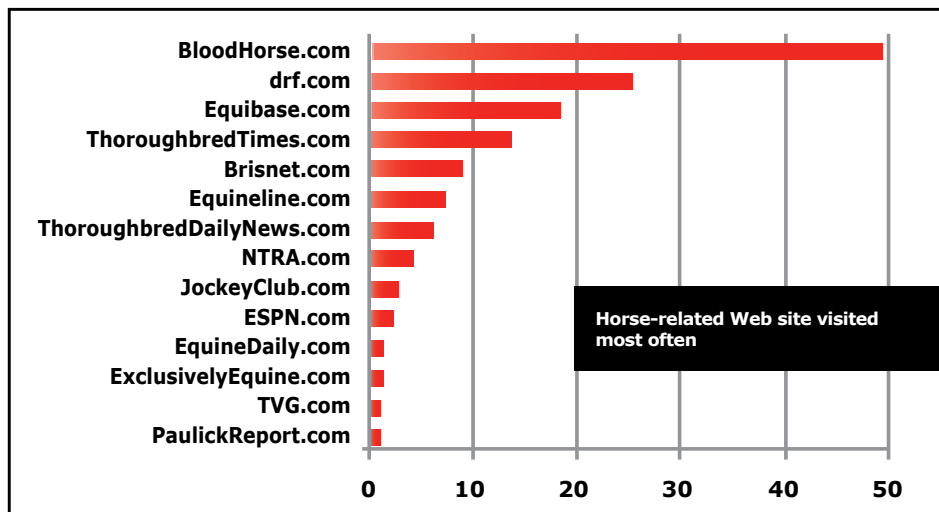
*“Facts are stubborn things...”*

— John Adams (1735-1826)

# MEDIA FACT SHEET

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## We Asked A Group Of Owners And Breeders To Name Their Favorite Web Site. Their Answer: BloodHorse.com.



By one estimate, there are more than 108 million Web sites in existence today. Thankfully, there are far fewer Thoroughbred-related Web sites. And of those that cover racing and breeding, one stands out.

When The Matrix Group asked subscribers to *The Blood-Horse* magazine which horse-related Web site they visited most often, the answer was both logical and satisfying: **BloodHorse.com** scored the highest by almost a 2-to-1 margin over the second most popular Web site.

Who are these Web surfers? Well, forget about stereotypes. 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 (TOBA).\*\*

Keep that in mind the next time you're choosing an online component for your marketing program. Don't bet on a long shot. Go with the chalk: **BloodHorse.com**.

\*Source: The Matrix Group, Inc. 2008 Reader Survey for *The Blood-Horse*, October 2008. \*\*Publisher's own data based on each member of TOBA receiving a subscription to *The Blood-Horse* under TOBA membership benefits.

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