

“Facts are stubborn things...”

— John Adams (1735-1826)

MEDIA FACT SHEET

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E-Mail Newsletter Marketing: Inexpensive, Fast, Efficient, Effective, and Environmentally Friendly.

E-mail newsletter marketing is one of the most successful interactive channels available to advertisers today, and one of the strongest potential tools in your company's marketing arsenal.

In fact, a report by the Direct Marketing Association (DMA) estimated that e-mail newsletter marketing returned **\$57.25 dollars for every one dollar spent.***

E-mail newsletter marketing offers an eye-catching, cost-effective way to keep your farm/business in your customers' mind, even when they are not considering a purchase. Using e-mail newsletter marketing you can announce new products, promotions, sales, and other opportunities or company news—all for just pennies per message.

E-mail newsletters offer news, advice, and information. The result: customers are more likely to read something that they believe is providing useful information.

If customers come to see your business as a source of helpful information, it will help build brand loyalty and encourage repeat business.

The most common and effective uses of e-mail

newsletter advertising are to drive traffic to a Web site, encourage recipients to purchase products or services, and convert leads into customers. E-mail newsletter advertising also helps marketers expand their reach, gather more information, cross- and up-sell, stop recipients from defecting to competitors, and ask customers to refer friends or colleagues to your Web site.

Most important, the measurability of the medium means return on investment (ROI) can be measured in tangible terms. And well-planned and targeted campaigns are likely to deliver far higher response rates relative to cost than telemarketing or direct-mail, both of which require a large investment in resources and don't offer

the same detailed level of measurability.

We offer a variety of very popular opt-in e-mail newsletters with rates to fit any budget. BloodHorse.com delivers more than 180,000 e-mail newsletters every week!

Don't miss out on this unique opportunity to put your marketing message in front of thousands of the most active and influential members of the Thoroughbred industry. You'll be glad you did.



*Source: DIRECT Magazine, Nov. 2006; DMA's "Power of Direct" E-mail Economic Impact Study.

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