

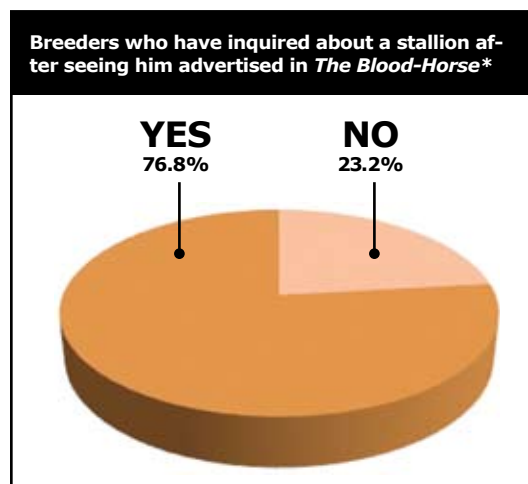
*“Facts are stubborn things...”*

— John Adams (1735-1826)

# MEDIA FACT SHEET

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## Three Out Of Four Breeders Inquired About A Stallion After Seeing An Advertisement In *The Blood-Horse*.\*



Research confirms that *The Blood-Horse* is the premier matchmaker for the stallion set. We asked breeders who subscribe to the magazine the following question: Have you inquired about a stallion as a result of seeing him advertised in *The Blood-Horse*? A stunning 76.8% replied “Yes”.\*

Breeders comprise 43.1% of the magazine’s total circulation, and the average breeder has subscribed to *The Blood-Horse* for more than 15 years.\*\* These are serious players, with the authority and resources to book stallion services in every stud-fee range.

If you own or manage a stallion — and face the daunting challenge of building high-quality bookings — promote your sire in *The Blood-Horse*. We reach the decision makers. And no one does it better.

\*Source: The Matrix Group, Inc. 2008 Reader Survey for *The Blood-Horse*, October 2008, 76.8% of those indicating “Breeder” indicated that they had inquired about a stallion as a result of seeing him advertised in *The Blood-Horse*. \*\*43.1% of Matrix Group survey respondents indicated “Breeder”; Involvement in industry: Breeders average response 15.5 years.

*The Blood-Horse* total average qualified circulation: 23,569. Source: BPA Publication Circulation Statement for the 6-month period ending 12/31/08.

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

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