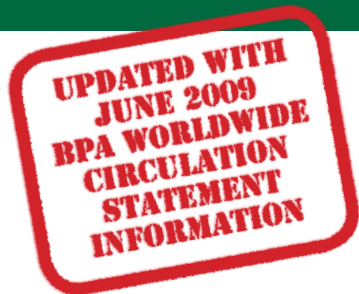


*"Facts are stubborn things..."*

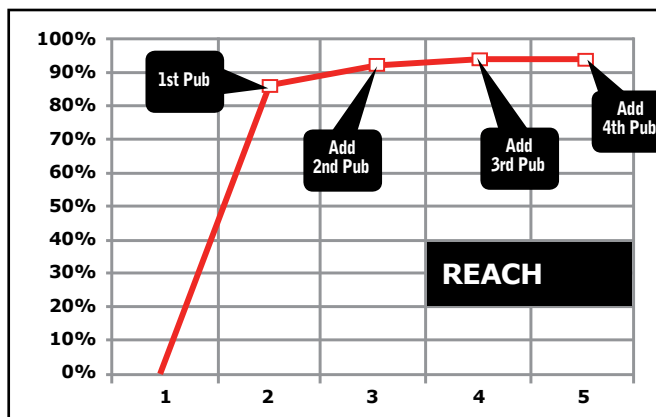
— John Adams (1735-1826)



# MEDIA FACT SHEET

To view this information online and read additional media fact sheets, visit:  
[BloodHorse.com/MediaFactSheet](http://BloodHorse.com/MediaFactSheet)

## In Tough Times: Should You Concentrate Your Advertising Buy? Or, Should You Run A Little Advertising In Lots Of Media?



The savvy advertiser, faced with budget cuts, would do well to concentrate. Reach, in a given market, is increased only marginally with the addition of multiple magazines. In a study by Cahners Publishing Co., the first publication covered 86% of the market. The second publication added 6% coverage; the third 2%; and adding a fourth magazine didn't increase coverage at all! The research was conducted across 27 separate industries.\*

Study after study shows the benefit of concentrating your advertising buy in the industry's leading publication. Consider these three conclusions\*:

- A concentrated ad campaign provides a significantly greater return on investment (ROI).
- One leading industry publication can reach the great majority of readers reached by five magazines, at a fraction of the cost of all five.
- Placing more than one ad for a single product or service in a single issue of a magazine is an effective way to expand the number of interested readers.

Trimming your budget? Reallocate your funds for maximum impact. Concentrate your campaign with **The Blood-Horse**, the industry leader for nearly 95 years. **The Blood-Horse** reaches 7,335 more subscribers than **Thoroughbred Times**\*\*\*, an advantage of 49%, including 1,210 more subscribers in Kentucky, for an advantage of more than 84%.† In addition, **The Blood-Horse** is the only publication that reaches every member of the Thoroughbred Owners and Breeders Association (TOBA).††

Simplify your media plan. Focus your campaign. Put **The Blood-Horse** to work for you. Spend less, accomplish more, and reap the benefits.

\*Source: American Business Media "The Case for Concentration." Studies by McGraw-Hill Research, Readex, Inc. and Cahners Research. Contact your Account Executive for details. \*\*Source: Blood-Horse Publication's comparison of BPA Publication Circulation Statements for the 6-month period ending 6/30/09. *The Blood-Horse* average total qualified paid subscriptions: 22,297; *Thoroughbred Times* average total qualified paid subscriptions: 14,962; †Comparison of total qualified paid subscriptions for the 6/30/09 issue for Kentucky: *The Blood-Horse* total qualified paid subscriptions: 2,654; *Thoroughbred Times* total qualified paid subscriptions: 1,444. ††Publisher's own data based on each member of TOBA receiving a subscription to *The Blood-Horse* under TOBA membership benefits. *Thoroughbred Times* is a registered trademark of Thoroughbred Times Co., Inc.

100808-0011v.1



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