

“Facts are stubborn things...”

— John Adams (1735-1826)

MEDIA FACT SHEET

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Is Print Dead?

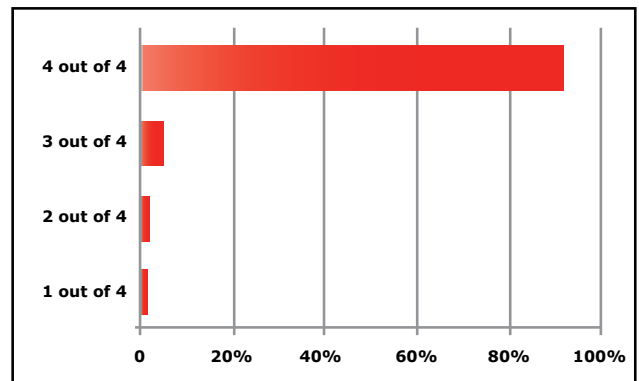
While some prominent mainstream print publications have seen a drop in readership and reader interactivity in recent memory, niche publications such as *The Blood-Horse* remain well positioned to better withstand the problems plaguing many middle-of-the-road magazines.

Today's time-pressed readers are forced to rely more and more on sources that offer news and information tailored to their specific needs. Not surprisingly, these time-conscious consumers/decision makers are spending more time with specialized publications. One key benefit to this brand loyalty is that purchase decision makers are more likely to trust and therefore rely upon specialized business publications.

Independent survey results continue to indicate that *The Blood-Horse* enjoys a consistent and remarkable readership loyalty. In 2009, Blood-Horse Publications conducted a survey through the independent research firm, The Matrix Group, randomly querying subscribers about how they use *The Blood-Horse*. Key findings are presented below:

► **On average, out of 4 issues, how many issues of *The Blood-Horse* do you read or browse?**

Nine out of ten respondents indicated that they read **every** issue of *The Blood-Horse*.



Mean: 3.86 (2008: 3.87, 2006: 3.91)
Median: 4.00 (2008: 4.00, 2006: 4.00)
Source: 2009 Matrix Survey

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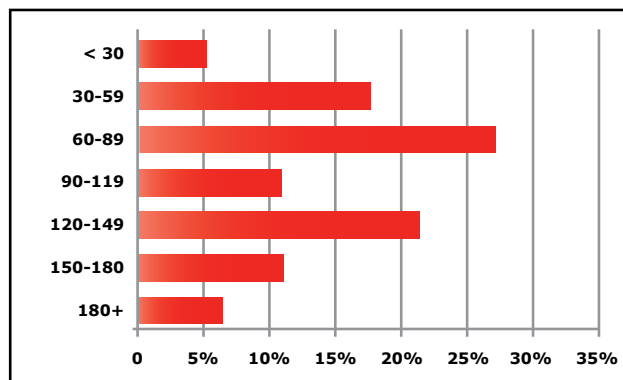
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Blood-Horse
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► **Considering the times you pick it up, about how much time [minutes] in total do you spend reading or browsing an average issue of *The Blood-Horse*?**

The average subscriber to *The Blood-Horse* spends a remarkable **1.6 hours** per week reading *The Blood-Horse*. (An annual total of 83.2 hours.) Even more amazing, nearly 40% of readers spend two hours or more per week reading *The Blood-Horse*.



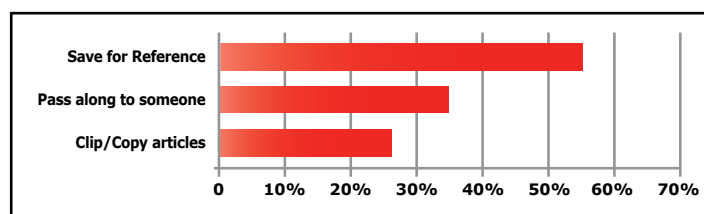
Mean: 1.64 hours (2008: 1.66 hours, 2006: 1.72 hours)

Median: 1.50 hours (2008: 1.5 hours, 2006: 1.25 hours)

Source: 2009 Matrix Survey

► **What do you do with your copies of *The Blood-Horse* after you have finished reading them?**

Our readers have such a relationship with *The Blood-Horse* that more than half save every issue for future reference, and nearly one-third pass each issue along.



Source: 2009 Matrix Survey

These findings tend to indicate that when it comes to *The Blood-Horse*, subscribers continue to retain their time-honored relationship and proven passion for print.

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