



**TDN**   
THOROUGHBRED DAILY NEWS

2024 MEDIA KIT

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**600K+**  
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**LEADING**  
Thoroughbred Industry Publication  
for Racehorse Investors

# WHAT IS THE THOROUGHBRED DAILY NEWS (TDN)?

The TDN is the world's most-read and respected publication covering the Thoroughbred industry. The core product, a downloadable daily newspaper, is published 363 days per year, and provides the daily information Thoroughbred racehorse investors need to make smart business decisions about their holdings.



**Medaglia d'Oro's stellar 2019 crop: two juvenile Graded Stakes winners in November.**

**\$100,000 S&N**

**Darley**



## LATEST NEWS



### CHRB Responds to VMB Suspension of Dr. Blea

January 06, 2022  
In response to the actions brought by the California Veterinary Medical Board (VMB) against Dr. Jeff Blea, Equine Medical Director, ...

### Indiana's Springcliff Farm Destroyed by Fire

January 06, 2022  
Springcliff Farm, a leading facility in Indiana specializing in foaling and boarding of mares, was reportedly destroyed by a fire ...

### Steve Castagnola Rejoins Taylor Made

January 06, 2022  
Steve Castagnola, who was a Taylor Made team member between 1997-2009, has rejoined Taylor Made as Sales Recruiter. Castagnola's main ...

### Laurel Cancels Live Racing Thursday

January 06, 2022  
Laurel Park, the Maryland track with a new dirt surface that was hit by winter weather this week, cancelled the ...

### Prominent NY Horsewoman O'Cain Passes Away

January 05, 2022  
Suzie O'Cain, one of the most well-known and unique personalities in the Thoroughbred industry in New York and who managed ...

[ View All Latest News ]



### CHARISMA EDGES OUT CHAOS IN BREEDERS' CUP



Knicks Go has early lead in Breeders' Cup Classic  
Breeders' Cup/Eclipse Sportswire

#### The Week in Review, by T.D. Thornton

This year's Breeders' Cup revealed itself as a microcosm of the current state of North American racing: An inability to dodge off-track dysfunction (Friday) paired with sensational on-track action (Saturday).

Luckily, the corking performances unleashed over the course of the two-day thrill show were emphatic enough to spark more than a few exhilarating expectations for 2022.

That will make it a touch easier to endure an entire winter of winning at the oft-repeated social media meme "for purse money only" while simultaneously wondering if the presumed juvenile champ will even be allowed to compete in next year's GI Kentucky Derby.

Other topical industry subplots also surfaced over the course of the 14-stakes lineup at Del Mar Thoroughbred Club. Among them were the continued globalization of high-end racing, the phasing-out of Lasix, and recently reformed whip rules.

The first of those three was a welcome development, with two horses bred and campaigned by Japanese connections breaking through in the world championships for the first time.

The latter two regulatory transitions proved only to be bit players in the overall performance, with neither triggering the levels of harm and alarm that have long been prognosticated by opponents of change. **Cont. p10**

### ESSENTIAL QUALITY TO STAND FOR \$75,000

**Essential Quality** (Tapit)-Delightful Quality, by Elusive Quality, last year's champion 2-year-old and winner of this year's GI Belmont S. and GI Runhappy Travers S., will begin his stud career next year at a fee of \$75,000. Darley in America announced Sunday. Essential Quality concluded his racing career with a third-place effort in Saturday's GI Longines Breeders' Cup Classic.

"His body of work is just tremendous: an Eclipse champion at two, a Classic winner at three, a son of Tapit with a fantastic female family," said Darley Sales Manager Darren Fox. "He's already generated quite a lot of interest and we couldn't be more excited about him retiring to Jonabell Farm."

Essential Quality won eight of 10 starts, including last year's GI TVG Breeders' Cup Juvenile and GI Claiborne Breeders' Futurity, as well as this year's GI Jim Dandy S. and GI Toyota Blue Grass S. He retires with earnings of \$4,755,144. **Cont. p10**

### IN TDN EUROPE TODAY

#### ALPINISTA JUST PERFECT IN MUNICH

**Alpinista** (GG) (Frankel) (GB) won her third German Group 1 this season with a victory in the GI Grosser Preis von Bayern on Sunday. [Click or tap here to go straight to TDN Europe.](#)

LEADERBOARD

2021 Leading Sires of 210w  
Breeders' Cup Entries

1	Tapit	25,000
2	Into the Game	16,340,000
3	Darley	5,711,470
4	Tapit	5,300,000
5	Orb	5,447,632
6	Champion	3,400,132

DARBY DAN  
THE PERFECT CONNECTION



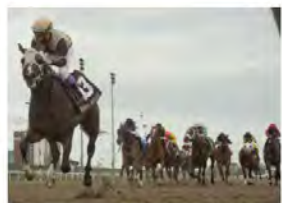
# OUR PRODUCTS

The TDN also features an active news site, a podcast channel which includes the industry's most popular podcast (The TDN Writers' Room), push alerts, a video channel, proprietary iOS and Android apps, and research tools. The content is geo-targeted, with users logging on from Europe fed Euro-first content, and Americans receiving American content first. All users have access to all content.



## Top News

Search Top News...



### Woodbine Sees Third Highest Handle in 2021

Woodbine's 2021 Thoroughbred season produced an all-sources handle of \$505,348,339, the third-highest season total in Woodbine Thoroughbred history. For the... | [Read More](#)



### LongRun Thoroughbred Retirement Society Auctions Pink Lloyd Bridle

LongRun Thoroughbred Retirement Society is holding an online auction for Canadian champion Pink Lloyd's bridle. All proceeds benefit LongRun and... | [Read More](#)



### Munnings Firster Highly Impressive at Meydan

SHAHAMA (f. 2, Munnings-Private Feeling, by Belong to Me), a half-sister to two-time Eclipse Award winner and five-time Grade I-winning... | [Read More](#)



### Jockeys and Jeans Stallion Season Sale Set for Jan. 21-24

The Jockeys and Jeans Great American Stallion Season Sale to benefit The Permanently Disabled Jockeys Fund begins Jan. 21 at... | [Read More](#)



### Judge: 'Wiretapping Is Appropriate to Investigate Conspiracies'

The Judge in the federal doping conspiracy case used words like "frivolous" and "weak" to swat away motions made by... | [Read More](#)



### Writers' Room Tackles Medina Spirit News, Baffert, Ortiz Suspension

It was a busy news week, headlined by the unfortunate sudden death of GI Kentucky Derby winner Medina Spirit (Protonico)... | [Read More](#)

## LATEST VIDEOS



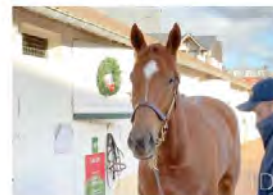
Writers Discuss Racing's Ongoing Crisis Point on the TDN Writers' Room



Ubattabelieveit Has Richard Kent Believing



Raging Bull Hits the Mark for Breeders



Initial Sumbe Consignment Generates Excitement at Arqana



Sights and Sounds at the 2021 Arqana December Sale



Kenny McPeck Joins the TDN Writers' Room



Knicks Go



# OUR REACH

Read in 180 countries around the world, the TDN reaches 3.5 million unique users per year, and an inside circle of 22,000 super-users in the Thoroughbred industry who have signed up for a daily email informing them when each night's paper has been posted.



TDN  THOROUGHBRED DAILY NEWS

October 20, 2023

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**Click here to download today's edition at  
[thetdn.com](http://thetdn.com)**

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19 - 20 OCTOBER

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12:00PM 20 OCTOBER**

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IN TODAY'S TDN

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# OUR READERS AND OUR ADVERTISERS

Those super-users include billionaires from all over the world: heads of state, owners of Fortune 500 companies, America's largest landowner, multimillionaires, and the UHNW individuals in America, and those investing in America.

And they're not just our readers. They're our advertisers, giving them a connection to the product that is unparalleled at all but a select few publications in the world.



"The TDN is the go-to source of racing and sales information for our core customers."  
**Boyd Browning,**  
President & Chief Executive Officer,  
Fasig-Tipton

"When you want to know anything about thoroughbred racing in the USA or around the globe you simply need to turn to the Thoroughbred Daily News. For a service provider like International Racehorse Transport, it is a wonderful medium for reaching our worldwide client base."

**Quentin Wallace,**  
International Racehorse Transport

## TESTIMONIALS

"I read the TDN first thing every morning. I get everything I need to know from all over the world."

**Aidan O'Brien**

"TDN is the undisputed leader of daily bloodstock publications which makes it a can't miss when you wish to reach a wide, yet qualified target. The team is also great to deal with: they have an excellent understanding of our needs, regularly come up with innovative offers and are always very responsive to our requests."

**Olivier Delloye,**  
President, France-Galop



"Ding! Every night – the sound of my favorite email from TDN – letting me know what's going on in the world of Thoroughbred racing."

**Bo Derek, Actress**




# WHO ARE THEY?

**Michael Dubb**, New York State's largest residential developer, reads the TDN daily, and also uses it to sell multi-million dollar homes near racetracks.



## Oak Ridge BY BEECHWOOD



Saratoga - Home of Legends  Beechwood - Legendary Homes

  
beechwoodhomes.com

OakRidgeBeechwood.com  
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Saratoga Springs, NY 12866

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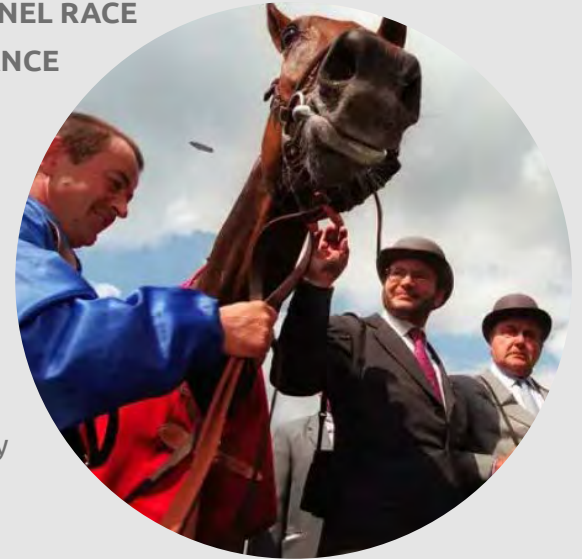
Pricing from \$1,200,000\*

**5 Minutes from the Track**

\*Estimated pricing & availability subject to change without notice. The complete terms are in an Offering Plan available from Sponsor File No. CD19-0284. \*\*Actual Photo. Equal Housing Opportunity.

## THE OWNERS OF CHANEL RACE IN AMERICA AND FRANCE

**Gerald and Alain Wertheimer**, the French billionaire owners of Chanel, open the TDN an average of seven times per day, and open virtually every push alert they receive from us.



## IRELAND'S WEALTHIEST

**John Magnier**, the Irish billionaire with real estate holdings around the world, prints out the TDN every day, scribbles notes in the margins, and sends them to his associates. He owns Thoroughbred farms on three continents, is our biggest single advertiser. His son, M.V., who will take over the empire, never misses the Writers' Room podcast, and has just become a sponsor. They have a robust American business, standing two Triple Crown winners at their Ashford Stud in Kentucky.



# AMERICAN AND GLOBAL ROYALTY

Standard Oil's **Farish Family**, which hosted the **Queen of England** on her American visits, is our second-largest advertiser, and communicates with us daily. The Queen advertised her stallion, Recorder in the TDN.



*Standard Oil's Farish Family own Lane's End Farm in Versailles, Kentucky and are our second-largest advertiser.*

## THE RULER OF DUBAI

**Sheikh Mohammed, The Ruler of Dubai**, also owns Thoroughbred farms on three continents, including North America, and is our third-largest advertiser. His U.S.-based Thoroughbred auction company, Fasig-Tipton, is our fourth-largest advertiser, making his total spend with us annually around three-quarters of a million dollars.



*Sheikh Mohammed (in red) with his advisors at the Tattersalls Sale in October. He purchased an average of three advertisements per day in the TDN to advertise his stallions.*

# AFFLUENT INVESTORS

The rest of the top 10 includes billionaires in communications (Excel's **Kenny Troutt**), the family that owned the Pittsburgh Pirates (the **Galbreaths**), **George Soros's** equine operation (SF Bloodstock), and the farm owned by the billionaire founder of Public Storage, the late B. Wayne Hughes, whose family now takes over the operation.



*Kenny Troutt accepting WinStar's Eclipse Award for Outstanding Breeder, January 28, 2021.*



*Eric Gustavson, B. Wayne Hughes's son-in-law, is the owner of Spendthrift Farm.*



# AMERICAN INDUSTRIALISTS

A younger, robust group of American and international investors interacts daily with the TDN and enjoys being featured in our pages.

**For people who don't own a sports team, a racing stable is the next best thing.**

People like:

- **Jim Bakke, the CEO and owner of Sub-Zero/Wolf.**

- **Energy titan Paul Farr, who is developing a \$130 million complex, Titledown, outside of Lambeau Field. Being featured in the TDN, he said, "made his decade."**

## Peter Brant's Racing Renaissance

Monday, November 19, 2018 at 5:48 pm | [Back to: Shared News, Today's Edition](#)  
*Updated: November 19, 2018 at 5:50 pm*

[Previous Story](#) | [Next Story](#)

By *Chris McGrath*

His father always told him how his were "the first footsteps in the snow." Long days, hard work, crepe paper and cork factories: a classic immigrant tale of New York. But there was an intellectual legacy, too. The man spoke 13 languages. Thirteen! Now Peter Brant is in turn reiterating to the next generation-and he has no fewer than nine children-that wealth alone is no guarantee of fulfillment, that it must be sustained by engagement with the challenges and beauty of a world widened by privilege.

"I had a father I was very close to, and not a day goes by where I don't think about him," Brant says. "He was a great man. And he always told me that what you have between your ears is all you've got. And never to count on anything other than that, because it will lead to misfortune. And I try to tell the same thing to my kids."

Sure enough, while his twin passions plainly require uncommon funds, both his art collection and his racing stable measure resources of quite another kind, if equally rare. For both answer the same kind of inner need.



Peter Brant attends the "Warhol" Exhibition Press Conference and Press Preview at Palazzo Reale in Milan, Italy | Getty Images

## There's No Cooling Off Sub-Zero's Jim Bakke

Tuesday, August 31, 2021 at 11:27 am | [Back to: Shared News](#)

[Previous Story](#) | [Next Story](#)

By *Bill Finley*

Owner Jim Bakke's experience in horse racing has been fairly typical. He started off with a small stable, didn't have much success and waited for his day to come. It looks like he's not going to have to wait any longer.

Along with Gerald Isbister, Bakke is the co-owner of "TDN Rising Star" Jack Christopher (Munnings), a Chad Brown-trained colt who brought down the house Saturday with an 8 3/4-length maiden win at Saratoga. Jack Christopher, who is named for Bakke's six-month-old grandson, will head to the GI Champagne S., which could be a springboard to the GI Breeders' Cup Juvenile. Bakke is also the owner of *Girl With a Dream* (Practical Joke). She broke her maiden impressively on July 24 at Ellis Park and will make her next start in Sunday's GI Spinaway S. for trainer Brad Cox. The hope is that she will earn her way to the GI Breeders' Cup Juvenile Fillies.

Jack Christopher earned a 92 Beyer figure, just one point less than the leader among 2-year-olds, Big City Lights (Mr. Big).



Jim Bakke | Subzero-Wolf

## Major Boost to Farr-Sighted Program

Monday, October 4, 2021 at 11:27 am | [Back to: Shared News](#)  
*Updated: October 4, 2021 at 11:27 am*

[Previous Story](#) | [Next Story](#)

By *Chris McGrath*

It is still relatively early days in his Turf adventure. But no matter how much Paul Farr can build on what is fast becoming a pretty serious commitment, he may never experience a more succinct sample of its ups and downs-and how bewilderingly entwined those tend to be-than his debut involvement in a graded stakes.

That came just a few days ago, in the GIII Iroquois S. at Churchill: the first chance to bank starting points for a certain race staged on the same track next May. Time to start dreaming. Unfortunately Magnolia Midnight (Midnight Storm), a Colonial Downs maiden winner owned in partnership by his Titledown Racing Stables, dropped right out to finish last behind Major General (Constitution). On the other hand, the exciting winner happens to be the first foal out of an unraced daughter of Uncle Mo, No Mo Lemons, Farr had acquired from the estate of the late Gerry Dilger for just \$70,000 at Keeneland last November.



Major General (white bridle, inside) gets up in the Iroquois | Coady

# RACING IS THEIR PASSION

These people have two things in common: **Racing is their passion**, and the TDN helps them to enjoy it—and profit from it. They are entrepreneurs and businesspeople, constantly investing in new projects, **actively engaged in the business of amassing wealth**, and requiring financing.



*Mike Repole and Vinnie Viola celebrate another success with their trainer, Todd Pletcher.*



## UHNWIs

The TDN's core audience is made up of ultra-high-net worth individuals, like Leucadia Asset Management's **Sol Kumin** (right), who primarily invests in successful horses already racing, purchasing pieces of them to enjoy in partnership groups made up of his friends. Florida Panthers' owner Vinnie Viola and BodyArmor's Mike Repole spent \$16 million on young Thoroughbreds in 2022 alone.

# ANNUAL METRICS

## AUDIENCE WEB METRICS:

- Annual unique users: > 3.54 Million
- Daily e-mail subscribers: >22,400
- Daily Average Downloads: >7,250
- Daily Average video streams: 30,000
- Homepage videos: 20+ million


## HOW READERS ACCESS THE TDN:

- Desktop: 22.4%
- Mobile: 73.1%
- Tablet: 4.5%

## SOCIAL MEDIA METRICS:

 >52k followers

 >63k followers

 TDN YouTube channel:  
Subscribers: 13,000



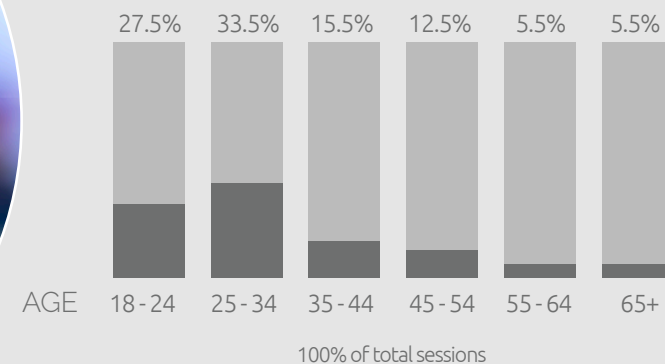
Hockey player Erik Johnson



Theory Founder Andrew Rosen

## DEMOGRAPHICS

45% FEMALE / 55% MALE

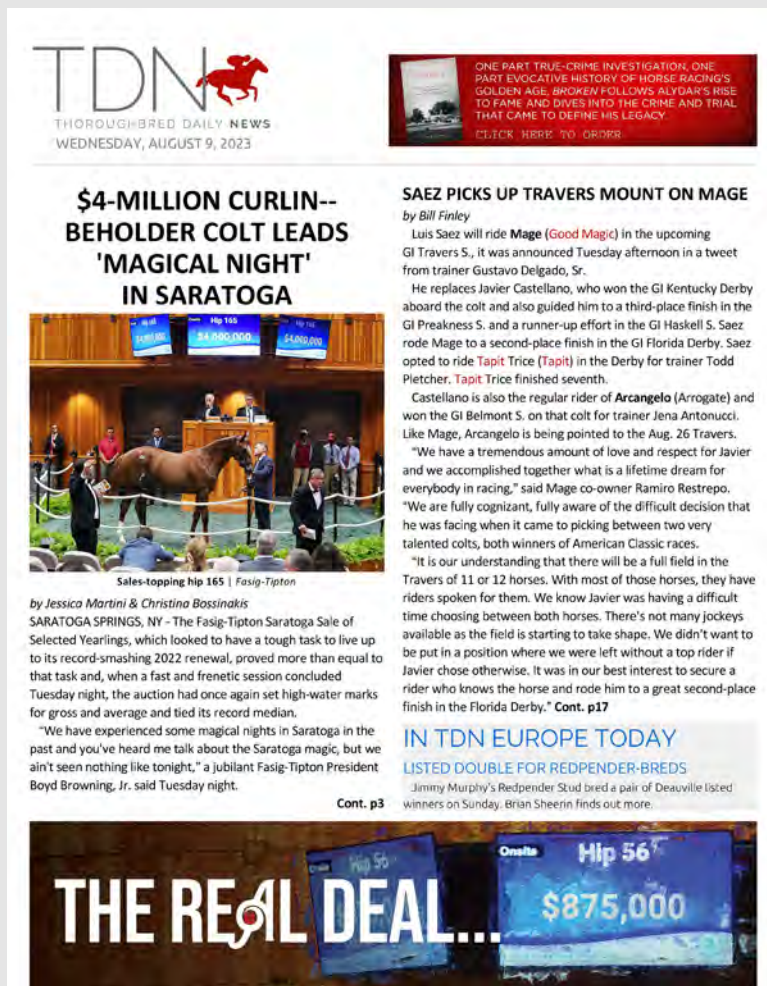


# PREMIUM ADVERTISING OPPORTUNITIES

Premium advertising opportunities are sought out by advertisers who want to have the most premium availability we have to offer. These ads have limited availability and appear on a once per day basis.

These ads include the front page masthead, front page 1/6 ad, inside front full page, digital leaderboards and email/interstitial ads.

The first ad you see when you download the PDF is the masthead ad, a 4-inch banner at the top of each day's paper in the upper right corner.



**TDN**  
THOROUGHBRED DAILY NEWS  
WEDNESDAY, AUGUST 9, 2023

ONE PART TRUE-CRIME INVESTIGATION, ONE PART EVOCATIVE HISTORY OF HORSE RACING'S GOLDEN AGE, BROKEN FOLLOWS ALYDAN'S RISE TO FAME AND DIVES INTO THE CRIME AND TRIAL THAT CAME TO DEFINE HIS LEGACY.  
CLICK HERE TO ORDER.

### \$4-MILLION CURLIN-- BEHOLDER COLT LEADS 'MAGICAL NIGHT' IN SARATOGA

by Jessica Martini & Christina Bossinakis  
SARATOGA SPRINGS, NY - The Fasig-Tipton Saratoga Sale of Selected Yearlings, which looked to have a tough task to live up to its record-smashing 2022 renewal, proved more than equal to that task and, when a fast and frenetic session concluded Tuesday night, the auction had once again set high-water marks for gross and average and tied its record median.

"We have experienced some magical nights in Saratoga in the past and you've heard me talk about the Saratoga magic, but we ain't seen nothing like tonight," a jubilant Fasig-Tipton President Boyd Browning, Jr. said Tuesday night.

Sales-topping hip 165 | Fasig-Tipton

### SAEZ PICKS UP TRAVERS MOUNT ON MAGE

by Bill Finley  
Luis Saez will ride **Mage** (Good Magic) in the upcoming GI Travers S., it was announced Tuesday afternoon in a tweet from trainer Gustavo Delgado, Sr.

He replaces Javier Castellano, who won the GI Kentucky Derby aboard the colt and also guided him to a third-place finish in the GI Preakness S. and a runner-up effort in the GI Haskell S. Saez rode Mage to a second-place finish in the GI Florida Derby. Saez opted to ride **Tapit Trice** (Tapit) in the Derby for trainer Todd Pletcher. **Tapit Trice** finished seventh.

Castellano is also the regular rider of **Arcangelo** (Arrogate) and won the GI Belmont S. on that colt for trainer Jena Antonucci. Like Mage, Arcangelo is being pointed to the Aug. 26 Travers.

"We have a tremendous amount of love and respect for Javier and we accomplished together what is a lifetime dream for everybody in racing," said Mage co-owner Ramiro Restrepo. "We are fully cognizant, fully aware of the difficult decision that he was facing when it came to picking between two very talented colts, both winners of American Classic races.

"It is our understanding that there will be a full field in the Travers of 11 or 12 horses. With most of those horses, they have riders spoken for them. We know Javier was having a difficult time choosing between both horses. There's not many jockeys available as the field is starting to take shape. We didn't want to be put in a position where we were left without a top rider if Javier chose otherwise. It was in our best interest to secure a rider who knows the horse and rode him to a great second-place finish in the Florida Derby." **Cont. p17**

### IN TDN EUROPE TODAY

#### LISTED DOUBLE FOR REDPENDER-BREDS

Jimmy Murphy's Redpender Stud bred a pair of Deauville listed winners on Sunday. Brian Sheerin finds out more.

**Cont. p3**

## THE REAL DEAL...

Hip 50 \$875,000  
Hip 56 \$875,000

The 1/6 front page is currently available on Tuesdays.

The inside front cover (below) is the most premium placement we offer by size and position, appearing on page 2 in that day's downloadable PDF, and as the inside front cover when the TDN is printed at Thoroughbred sales and auctions around the country (approximately 150 days per year in the U.S.)



## ON TDN'S VALUE PODIUM 3 YEARS RUNNING.

"Pretty good value at his opening fee, as the market has immediately confirmed. He looked great value, last year, at \$35,000. So what can we call him at \$30,000? ...this is a very generous fee."

-Chris McGrath

#1 Freshman Weanling Sire

# OMAHA BEACH

SPENDTHRIFT

# EMAIL & WEBSITE ADVERTISING

## EMAIL & INTERSTITIAL ADS

The email/interstitial ad (below) is contained in each of the 21,000 emails we send out each day, and also displays onscreen while readers wait for their papers to download.

The image shows an email and a website interstitial ad. The email header includes "Thoroughbred Daily News via auth.ccsend.com" and "Dec 14, 2021, 6:48 PM (21 hours ago)". The main content features the TDN logo, the date "December 15, 2021", and a red button that says "Click here to download today's edition at thetdn.com". Below this is a video player for a commercial about Tapit, titled "North America's ALL-TIME Leading Sire by Progeny Earnings". The video player includes a play button and a "WATCH COMMERCIAL" button. The commercial text lists "LEADING ACTIVE SIRE BY" and "LEADING SIRE BY" with various statistics.

## LEADERBOARD ADS

As the most prominent ad on the TDN homepage, the expandable leaderboard (below) is the first thing people see when they come to the site, offering a large version on first view, and a closed version on subsequent views, as well as a mobile version.

The image shows two screenshots of the TDN website. The top screenshot displays a "2021 LEADING SIRE" leaderboard with a background image of a stone barn. The leaderboard table is as follows:

RANK	SIRE	SWs
1	Into Mischief	28
2	MUNNINGS	18
-	Curlin	18
4	Medaglia d'Oro	16
5	AMERICAN PHAROAH	14
-	Ghostzapper	14
7	UNCLE MO	13
-	Tapit	13

The bottom screenshot shows a "COOLMORE AMERICA" advertisement with the text "PROVEN SIRE!" and a "CLICK FOR MORE" button. Below the ad is a "LATEST NEWS" section with a link to "Aushorse Releases Investors' Guide".

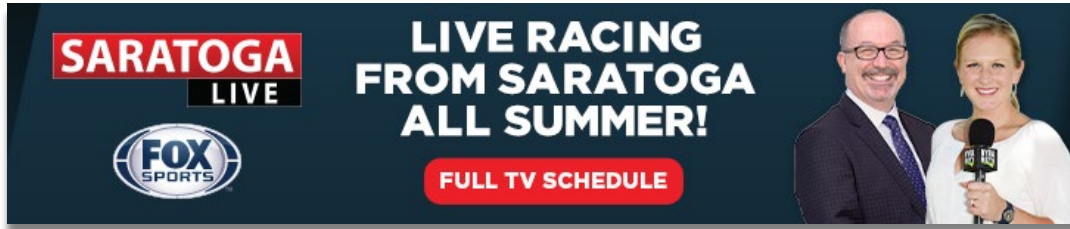
## DIGITAL ADS

- Every story in the PDF edition of the TDN is also posted on our website.
- These digital stories make up 80% of our overall traffic.
- This year, we will serve 12 million digital story pages.
- Each story features two advertisements from the advertiser.
- That's 24 million digital advertisements.
- A one-fourth share gives you 3 million pageviews or 6 million ad views.

*Most of our entry-level users are drawn in to the TDN through our digital stories. They go on to sign up for the PDF at a rate of six new subscribers per day. Once subscribed, they receive regular emails and push notifications on our app.*

*Continue to the following page for more examples and digital advertising rates*

The digital ads in each story function in tandem, with one vertical ad displayed on the right side of the story, **as seen to the right**, and one horizontal ad displayed three paragraphs into the story, **as seen below**.



- They may be sent as static ads, or animated gifs.
- They are served on a rotation, with each advertiser displayed in the next view in the queue.
- The 728x150 ads are also included in our email blasts of breaking news, **as seen to the right**. We average three e-blasts per day to targeted segments or our overall audience, for an additional 5,000 views per day, or 1.825 million views per year.

TDN via auth.ccsend.com to me 12:25 PM (2 hours ago) ☆ ↶ ⋮

[Santa Anita Named Host of 2023 Breeders' Cup](#)

Santa Anita Park in Arcadia, California, will host the 2023 Breeders' Cup World Championships for a record 11th time. The 40th renewal of the Breeders' Cup will take place Friday and Saturday, Nov. 3 and... [To read this entire TDN News Story, [click here.](#)]

To read all of Today's News, [click here.](#)

To manage your alerts, contact [customerservice@thoroughbreddailynews.com](mailto:customerservice@thoroughbreddailynews.com).



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EMAIL & WEBSITE ADVERTISING*	DIMENSIONS (WxH)	GUIDELINES	DAILY	CONTRACT	REGIONAL
<b>E-MAIL &amp; INTERSTITIAL AD</b>	650px x 475px	JPG or GIF, 72dpi, no bleed	\$400	---	---
<b>EXPANDABLE LEADERBOARD AD (Displayed on TDN America homepage)</b>	Open: 1170px x 350px Closed: 1170px x 65px Mobile: 600px x 95px	JPG or GIF, 72dpi, no bleed; the sum of all three graphics' file sizes should be less than 5 MB	\$500	---	---
<b>EXPANDABLE VIDEO LEADERBOARD AD (Displayed on TDN America homepage)</b>	Closed: 1170px x 65px (video will then expand larger)	JPG or GIF, 72dpi; must include Video link (either Vimeo or YouTube)	\$750	---	---
<b>DIGITAL/ALERT ADS</b>	300px x 600px AND 728px x 150px	JPG or GIF, 72dpi, no bleed	\$2,750		
<b>VIDEO FRAME ADS</b>	Top: 700px x 70px AND Bottom: 700px x 70px	JPG or GIF, 72dpi, no bleed	\$500/year per stallion	\$250/year freshman sires	---
<b>STALLION LINKS</b>	---	---	\$500/year per stallion	\$250/year freshman sires	---

# TDN VIDEO OPPORTUNITIES

The TDN offers three distinct opportunities for advertisers to play commercials in our content.

## VIDEO PREROLLS ON MAIN VIDEO PLAYER

Our featured video plays prominently on our homepage, and we show over 2 million videos per month. Each video is preceded in a rotation by one of four advertisers' commercials. The spots are 30 seconds, but the user is given a skip option after 12 seconds, giving each advertiser approximately 75,000 views per month, of at least 12 seconds.

**Cost: \$2,750 per month (sold out in 2023)**

## FULL COMMERCIAL + BANTER IN TDN WRITERS' ROOM

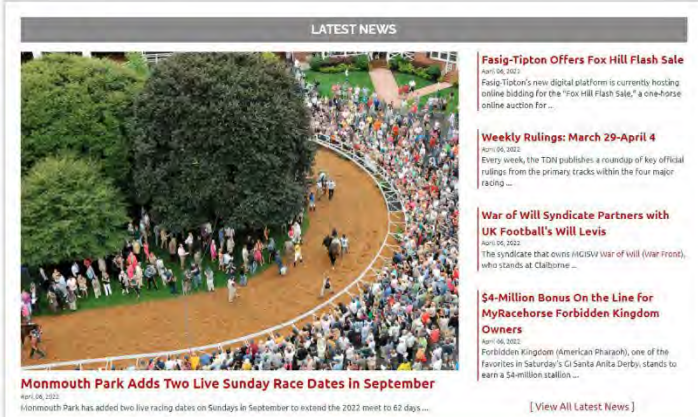
The most popular videos we do are the TDN Writers' Room, a weekly roundtable show where our writers discuss the week's events, and feature a guest. The show is 60-90 minutes long each week, and offers commercial breaks where we roll your full 30-second commercial, and the hosts banter about your product based on notes that you provide. Each week's show gets between 20,000 to 50,000 views, and is also added to our YouTube page, where it gets additional exposure.

**Cost: \$500 per week**

## SPONSORED VIDEO

Show your promotional video on the TDN homepage, where it will receive tens of thousands of views in our sponsored video box.

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LATEST NEWS

**Fasig-Tipton Offers Fox Hill Flash Sale**  
April 04, 2022  
Fasig-Tipton's new digital platform is currently hosting online bidding for the "Fox Hill Flash Sale," a one-horse online auction for ...

**Weekly Rulings: March 29-April 4**  
April 04, 2022  
Every week, the TDN publishes a roundup of key official rulings from the primary tracks within the four major racing ...

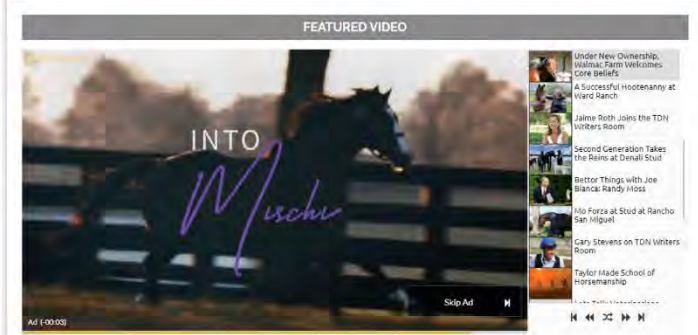
**War of Will Syndicate Partners with UK Football's Will Levis**  
April 04, 2022  
The syndicate that owns HIGSV Year of Will (War Front), who stands at Claiborne ...

**\$4-Million Bonus On the Line For MyRacehorse Forbidden Kingdom Owners**  
April 04, 2022  
Forbidden Kingdom (American Pharoah), one of the favorites in Saturday's GI Santa Anita Derby, stands to earn a \$4-million stallion ...

**Monmouth Park Adds Two Live Sunday Race Dates in September**  
April 04, 2022  
Monmouth Park has added two live racing dates on Sundays in September to extend the 2022 meet to 62 days ...

[View All Latest News]

» READ TODAY'S TDN «



FEATURED VIDEO

Under New Ownership, Walnut Farm Welcomes Core Beliefs  
A Successful Hootenanny at Ward Ranch

James Roth Joins the TDN Writers Room

Second Generation Takes the Reins at Denali Stud

Better Things with Joe Blanco: Randy Hoss

Alo Forza at Stud at Rancho San Miguel

Can Stevens on TDN Writers Room

Taylor Made School of Horsemanship

## SOCIAL MEDIA

All of our video advertisers have their commercials played twice a week on our Twitter platform, as well as on Instagram and Facebook.

# DAILY NEWSLETTER ADS

All of our newsletter ads from full page to 1/16 page are available on an unlimited basis within our daily PDF in an optional horizontal or vertical layout. Each ad always runs on a page of its own (with some exception to sponsorship boxes/ads). Most run on a first-come-first serve basis (first 3-5 pages are often on annual contract) and can be booked as late as the day before the ad is scheduled to run.

See rate card for complete size options, specific dimensions and pricing.

## Medina Spirit cont.

In a very small percentage of cases, the horse in question suffers a rupture of the aorta or other large vessel, which will be evident during the necropsy examination. Once the necropsy examination is complete, the findings will be sent to a panel who will conduct their own post-mortem review of the fatality, looking at the broader circumstances leading up to the catastrophic injury, like the horse's regulatory history. Examples of these review panels' final reports can be read here.

Between 2011 and 2013, seven Bob Baffert trained horses died suddenly during training or racing. A subsequent CHRB report found that Baffert-trained horses during that period were significantly more likely to die from sudden death than non-Baffert trained horses, calling the difference "dramatic." The report noted that the horses had been administered thyroxine—a thyroid hormone used to treat hypothyroid conditions—and that use of thyroxine is "concerning in horses with suspected cardiac failure."

However, because the drug had been administered to all horses in Baffert's care at that time, the use of thyroxine "does not explain why all the fatalities occurred," the report found.

Baffert subsequently explained that he had stopped using the drug.

Predictably, PETA issued a statement Monday lashing out at the sport and urged that Baffert be banned.

"It's premature to say that Medina Spirit died of a heart attack or what the true cause of his fatal collapse was, given that many of trainer Bob Baffert's horses have suddenly dropped dead," the statement read. "Seven of Baffert's horses died mysteriously during a 16-month period that was suspiciously linked to his reckless and routine habit of administering the powerful hormone thyroxine to horses without thyroid conditions. Baffert has continued to be embroiled in drug controversies since then, including when Medina Spirit tested positive for drugs in the Kentucky Derby. All of Medina Spirit's veterinary records must be seized, and a thorough investigation must be conducted. Baffert's attorneys must not be allowed to control the narrative. PETA urges Santa Anita and Del Mar officials to bar Baffert, pending the outcome of an investigation and a necropsy."

Share this story



## Value Sires cont. from p1.

For the vast majority, in numerical terms, the only way from here is down. As such, the covering stats do not augur terribly well for some of those we thought best value. And maddeningly, because these cycles are so self-fufilling, it's hard to turn things round if you do struggle for early traction. A disappointing first book places a tough burden on its graduates to get you over the hump of the intervening couple of crops, which will tend to be smaller yet. So our faith in one or two, while undiminished, may not obviously yield "value" in the shorter term. If fairly priced now, at least measured by your odds of getting a runner, they are probably going to become better value yet during the next year or two.

At the other end of the spectrum, though the most expensive of the intake, Horse of the Year Authentic covered as many as 229 mares—only one fewer than the busiest stallion in the land, Goldencents. (Both, of course, are sons of into Mischief standing alongside their champion sire at Spendthrift.) A number of other

His first crop, standing fourth by earnings, has matched Practical Joke and Connect with five black-type performers (including a GI Adirondack S. runner-up), only from fewer runners. His 19 winners from 57 starters meanwhile represents a similar base ratio, leaving Classic Empire deficient only in the kind of headline acts that so often make or break a young stallion's career. But he might well have found one of those in Rocket Dawg, who started repaying his \$375,000 yearling tag when impressing on debut for Brad Cox at Churchill last month. A couple of days later the \$550,000 2-year-old, Classy Edition, extended her unbeaten start for Todd Pletcher with a second stakes win.

Those were just a couple of late-season straws in the wind. Having excelled both in the ring and on the track, however, they represent a sample of the kind of stock that could quickly turn round the four consecutive fee cuts suffered by their sire. Over the years, the yearling market has acclaimed eventual duds as routinely as it has underrated sires of real potency. And if Classic Empire has so far achieved only a modest commercial yield, then his sliding fee has at least maintained sufficient traffic (321 mares across the last three seasons) to keep him in the game as he starts to draw out some exemplary old-school flavors in his pedigree.

Remember how Classic Empire unsetled his rider leaving the gate in the GI Hopeful S.? The opening was gratefully seized by his future studmate Practical Joke, but it was Classic Empire who regrouped to be champ. Maybe he could yet do something similar now.



Click here to see Classic Empire at Ashford Stud | Coolmore

## VALUE SIRES: FIRST JUVENILES IN '22

Silver: **MO TOWN** (Uncle Mo—Grazie Mille by Bernardini) \$7,500 Ashford

Now here's a guy whose every trajectory is climbing sharply-- with the solitary exception of his fee, which is 40% down on his opening \$12,500. Time, in other words, for breeders to catch a rising tide... In 2020, down to \$10,000, he received 108 partners. Last spring, however, came a transformation: encouraged by Uncle Mo's flying start as a sire of sires, no fewer than 204 mares profited from another reduction in his fee (partly, of course, a Covid concession). So whatever Mo Town can do

with his first couple of crops, he is going to be far better placed than most to consolidate.

In the meantime, moreover, Mo Town has made a fine debut at the yearling sales, processing 70 of 78 at an average \$60,250. And his stock is entitled to land running...

Momentum is exactly what Mo Town has now, at a stage in his career when most rivals are nervously treading water.

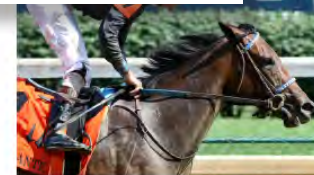
CHRIS MCGRATH, TDN, Dec. 13th 2021

# MO TOWN

Grade 1 winner by sire of sires **UNCLE MO**

COOLMORE  
AMERICA

Assting Duogram, Donmor Ryan, Charlie O'Donnor, Adrian Wellock, Robyn Murray or Brian Benjamin Tel: 800-873-7088 Email: info@coolmore.com Web: www.coolmore.com



Behave Virginia | Coady Photography

And that was consistent with the dash Unifed had shown in his own career, despite never making the track himself at two. He landed running with a 99 Beyer, clocked 1:47.14 in the GI Peter Pan, and missed the GI Carter H. by just a neck. And he has the physique and pedigree for his first sophomores to stretch that speed, too.

However, the really staggering advance made by Unifed since this time last year is the performance of his second crop at the yearling sales. He sold 39 out of 40 into the ring, an unbelievable ratio, for an average \$66,846—dizzily multiplying a fee that has, unusually enough, remained constant throughout. Remember that stallions are typically flattered by sales statistics, in that their averages "reward" them for falling to sell their least attractive stock. (Sure, you also have to factor in the occasional ambitious reserve for better models—but the principle stands.) Remember also that almost all stallions absorb considerable erosion in yearling values between their first and second crops, yet Unifed elevated his by almost exactly half from \$43,390. In the meantime, he had already turned round the slide so familiar in a young stallion's books.

y Dixie Union),

that could heat if yearlings, now gful gauge of in contrast, has edit on the track ho scored at ave Virginia, ee-for-three ad the

WAR FRONT'S  
AMERICAN DIRT CLASSIC WINNER

# WAR OF WILL



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# SPECIAL EVENT & SALES PRINT DISTRIBUTION

In addition to our daily online newsletter, you'll reach top owners, breeders, bloodstock agents and more through our bonus print distribution at major Thoroughbred horse sales throughout the year, both in America and internationally.

## DISTRIBUTION CALENDAR\*

### JANUARY

- Keeneland January

### FEBRUARY

- Fasig-Tipton Winter Mixed

- Goffs February
- Tattersalls February

### MARCH

- Fasig-Tipton Gulfstream
- OBS March

### APRIL

- OBS Spring 2YO in Training

- Goffs UK
- Tattersalls Craven Breeze Up
- Tattersalls Guineas Breeze UP/HIT

### MAY

—

### JUNE

- OBS Spring 2YOs in Training

### JULY

- Fasig-Tipton July

- Tattersalls July

### AUGUST

- Fasig-Tipton Saratoga
- Fasig-Tipton NY Bred

- Arqana August
- Goffs UK Premier Yearling
- Tattersalls August

### SEPTEMBER

- Keeneland September

- Goffs Orby
- Goffs Sportsmans
- Tattersalls Ireland
- Tattersalls Sommerville Yearling

### OCTOBER

- Fasig-Tipton Saratoga Fall
- Fasig-Tipton KY October
- OBS October (Open & Selected)

- Arqana Oct Yearling
- Tattersalls October Yearling
- Tattersalls Autumn HIT

### NOVEMBER

- Fasig-Tipton November
- Keeneland November

- Goffs November
- Tattersalls December Yearling
- Tattersalls December Foal
- Tattersalls December Mare

### DECEMBER

- Arqana Breeding Stock
- Tattersalls December Mare



\*Based on 2023 distribution dates. All distribution plans are subject to change.

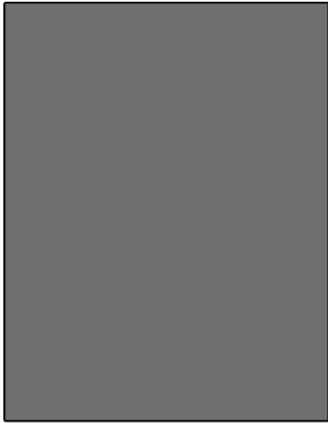
PUBLICATION (PRINT)	DIMENSIONS (WxH)	GUIDELINES	DAILY RATE	CONTRACT	REGIONAL*	
<b>FULL PAGE</b>	8.5" x 11" (US Letter)	PDF file, no bleed, file size under 750 kb	<b>Inside Front Cover (IFC)</b>	\$1,800	\$1,710	\$900
			<b>Standard Full Page</b>	\$1,450	\$1,375	\$775
			<b>Stallion stud fees \$9,999 and less</b>	\$750	---	---
			<b>Stallion stud fees \$5,000 and less, Real Estate; Products/services</b>	\$400	---	---
<b>PAGE 1 – 1/6 PAGE</b> <i>Limited availability</i>	Vertical: 3.85" x 3.75" OR Horizontal: 7.9" x 1.87"	JPG, RGB, 300dpi, no bleed	\$925	\$48,000/year (52x)	---	
<b>1/2 PAGE</b>	Vertical: 3.85" x 9.9" OR Horizontal: 7.9" x 5"	JPG, RGB, 300dpi, no bleed	\$1,150	\$1,090	\$575	
<b>1/3 PAGE</b>	Vertical: 3.85" x 7.32" OR Horizontal: 7.9" x 3.75"	JPG, RGB, 300dpi, no bleed	\$1,015	\$915	\$510	
<b>1/4 PAGE</b>	Vertical: 3.85" x 4.75" OR Horizontal: 7.9" x 2.5"	JPG, RGB, 300dpi, no bleed	\$875	\$830	\$437.50	
<b>1/6 PAGE</b>	Vertical: 3.85" x 3.75" OR Horizontal: 7.9" x 1.87"	JPG, RGB, 300dpi, no bleed	\$765	\$725	\$385	
<b>1/8 PAGE</b>	Vertical: 3.85" x 2.5" OR Horizontal: 7.9" x 1.25"	JPG, RGB, 300dpi, no bleed	\$650	\$620	\$325	
<b>1/16 PAGE</b>	3.85" x 1.25"	JPG, RGB, 300dpi, no bleed	\$350	\$350	\$350	
<b>MASTHEAD AD (top of page 1 next to the TDN Logo)</b>	4" x 1"	JPG, RGB, 300dpi, no bleed	\$400	\$400	\$400	
<b>TODAY IN THE TDN AD (page 2)</b>	5.4" x 1.8"	JPG, RGB, 300dpi, no bleed	\$400 (1-9X); \$300 (10-19X); \$200 (20+X)	---	---	
<b>HELP WANTED ADS</b> <i>Incl. 30-day listing on the <a href="#">TDN Careers Page</a></i>	Any size up to 7.5" x 6.25" – Displayed within our full page	JPG, RGB, 300dpi, no bleed	\$400 (1X); \$350 (2X or more)	---	---	
<b>BULLET ADS (race results only)</b>	3.85" x 0.2"	JPG, RGB, 300 dpi, no bleed	\$110 per ad	12 for \$1,100	---	

\* Regional rate valid only for Sales consignments (excluding sales in Kentucky and the FT Saratoga Select), training centers, products & services and ads for North American stallions standing outside Kentucky.

\*\* Credit Card payments are subject to a 3.00% processing fee. Balances paid by Credit Card that are over 89 days past due will incur a 3.25% processing fee. Please note, when paying by Credit Card, oldest invoices must be settled first.

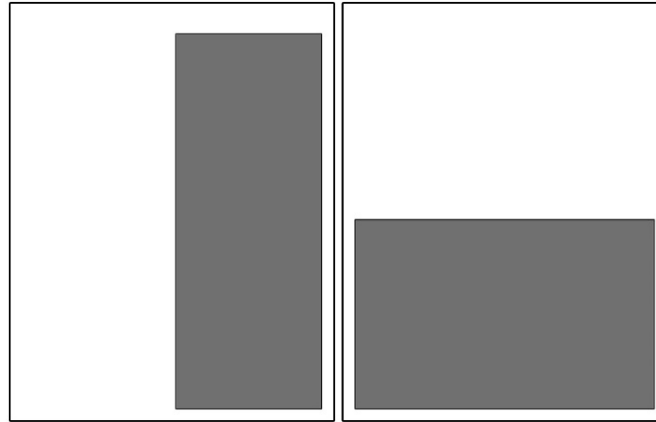
\*\*\* A \$250 design fee will be charged for any ads or graphics produced by TDN designers, but not published in the TDN.

## FULL PAGE



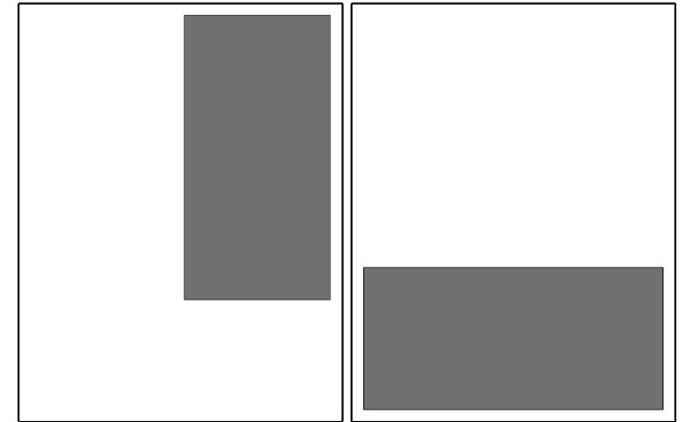
8.5" x 11" (US Letter)  
PDF file, no bleed,  
file size **under 750 kb**

## 1/2 PAGE



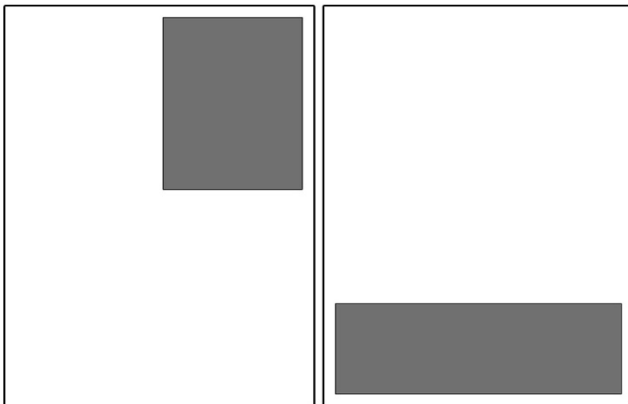
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JPG, RGB, 300dpi, no bleed

## 1/3 PAGE



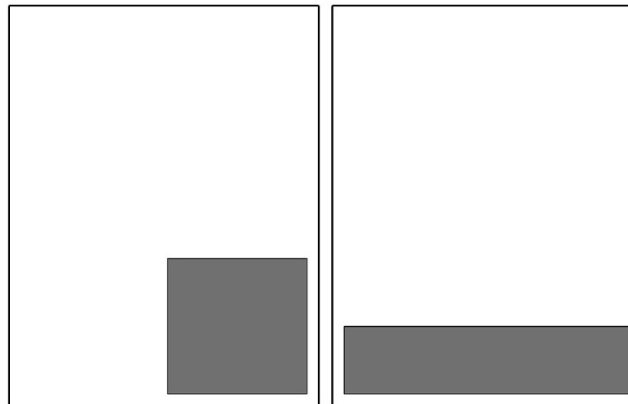
**Vertical:** 3.85" x 7.32"      **Horizontal:** 7.9" x 3.75"  
JPG, RGB, 300dpi, no bleed

## 1/4 PAGE



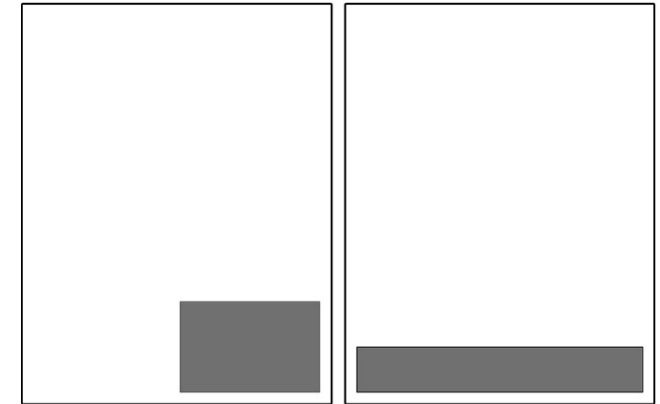
**Vertical:** 3.85" x 4.75"      **Horizontal:** 7.9" x 2.5"  
JPG, RGB, 300dpi, no bleed

## 1/6 PAGE



**Vertical:** 3.85" x 3.75"      **Horizontal:** 7.9" x 1.87"  
JPG, RGB, 300dpi, no bleed

## 1/8 PAGE



**Vertical:** 3.85" x 2.5"      **Horizontal:** 7.9" x 1.25"  
JPG, RGB, 300dpi, no bleed



# 2024 VOLUME DISCOUNTS

Volume discounts for \$25,000+ annual spend. 2023 discounted rates are based on 2022 total spend.

	1/8 PAGE	1/6 PAGE	1/4 PAGE	1/2 PAGE	FULL PAGE (STANDARD)	FULL PAGE (INSIDE FRONT)
<b>Standard rates</b>	\$650	\$765	\$875	\$1,150	\$1,450	\$1,800
<b>Contract rates</b> <b>\$25,000/year spend</b> <i>(5% off base rate)</i>	\$620	\$725	\$830	\$1,090	\$1,375	\$1,710
<b>\$75,000+/year spend</b> <i>(10% off base rate)</i>	\$585	\$690	\$790	\$1035	\$1,305	\$1,620
<b>\$150,000+/year spend</b> <i>(15% off base rate)</i>	\$555	\$650	\$745	\$980	\$1,230	\$1,530
<b>\$225,000+/year spend</b> <i>(20% off base rate)</i>	\$520	\$610	\$700	\$920	\$1,160	\$1,440
<b>\$300,000+/year spend</b> <i>(27.5% off base rate)</i>	\$470	\$555	\$635	\$835	\$1,050	\$1,305
<b>\$350,000+/year spend</b> <i>(35% off base rate)</i>	\$425	\$495	\$570	\$750	\$940	\$1,170
<b>\$450,000+/year spend</b> <i>(40% off base rate)</i>	\$390	\$460	\$525	\$690	\$870	\$1,080

**Unique spaces not subject to discount:**

- Page 1 ad (1/6 page) - 52x on a fixed day (1 per week) - \$48,000 per year / \$925 per day
- Leaderboard ad on homepage - \$480 per day
- E-mail/Interstitial ads - \$300 per day
- Video Frame ads and Stallion Links - \$500 per stallion per year (\$250 for freshman sires)
- \$750 full pages for sires standing for \$9,999 and under
- \$400 full pages for sires standing for \$5,000 and under
- \$385 Headline News masthead ads
- Digital/Alert ads - \$2,500/month
- Bullet ads - \$110 each or 12 for \$1,100

# 2024 RATE CARD: TDN EUROPE/INTERNATIONAL

The TDN is geo-located so that our subscribers in Europe, Asia, Australia, Africa & South America are served the international news first, followed by the American section, making it a true international paper for the top farms, owners, agents and buyers worldwide.

PUBLICATION (PRINT)	DIMENSIONS (WxH)	GUIDELINES	RATE \$	RATE £*	RATE €*
<b>PAGE 1 – 1/6 PAGE</b> <i>Annual contract, once a week for 52 weeks</i>	Vertical: 3.85" x 3.75" OR Horizontal: 7.9" x 1.87"	JPG, RGB, 300dpi, no bleed	\$12,000	£9,480*	€10,935*
<b>FULL PAGE (Inside Front Cover)</b>	8.5" x 11" (US Letter)	PDF, 300dpi, no bleed, file size under 750 kb	\$900	£711*	€820*
<b>FULL PAGE (Standard)</b>	8.5" x 11" (US Letter)	PDF, 300dpi, no bleed, file size under 750 kb	\$750	£593*	€684*
<b>1/2 PAGE</b>	Vertical: 3.85" x 9.9" OR Horizontal: 7.9" x 5"	JPG, RGB, 300dpi, no bleed	\$600	£475*	€547*
<b>1/4 PAGE</b>	Vertical: 3.85" x 4.75" OR Horizontal: 7.9" x 2.5"	JPG, RGB, 300dpi, no bleed	\$350	£277*	€319*
<b>1/6 PAGE</b>	Vertical: 3.85" x 3.75" OR Horizontal: 7.9" x 1.87"	JPG, RGB, 300dpi, no bleed	\$300	£238*	€274*
<b>HELP WANTED ADS</b> <i>Includes 30-day listing on the TDN Careers Page</i>	Any size up to 7.5" x 6.25" – Displayed within our full page TDN Careers page template	JPG, RGB, 300dpi, no bleed	\$400 (1X); \$350 (2X or more)	£316*	€365*
<b>BULLET ADS (race results only)</b>	3.85" x 0.2"	JPG, RGB, 300 dpi, no bleed	\$110 per ad, or 12 for \$1,100		

DIGITAL /WEBSITE ADVERTISING	DIMENSIONS (WxH)	GUIDELINES	RATES
<b>EURO EXPANDABLE LEADERBOARD AD</b> (Displayed on TDN Euro homepage)	<b>3 graphics needed:</b> Open: 1170px x 350px Closed: 1170px x 65px AND Mobile: 600px x 95px	JPG or GIF, 72dpi, no bleed; the sum of all three graphics' file sizes should be less than 5 MB	\$10,000/year or \$200/day
<b>EURO DIGITAL/ALERT ADS</b>	300px x 600px AND 728px x 150px	JPG or GIF, 72dpi, no bleed	\$12,000/year or \$1,000/month

\*Sterling and Euro comparisons as of 28 November, 2023. To check current exchange, go to <https://www.xe.com/>

# GET IN TOUCH

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Gary Barber, former  
Chairman and CEO, MGM  
with Tyler Gaffalione  
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