

# Trainer

North American Edition

## 2024 MEDIA PACK



THE QUARTERLY MAGAZINE FOR THE TRAINING AND DEVELOPMENT OF THE THOROUGHBRED

IN PRINT / DIGITAL / ONLINE

# OUR MAGAZINE



**North American Trainer** (established in 2006) is the quarterly magazine for the training and development of the thoroughbred.

**Published just four times a year**, copies of the magazine are distributed to 'live' racetracks and training centers as well as directly to members of key industry organizations and home addresses of many leading trainers, owners and breeders.

Each copy of the magazine is read by an average of four people during its shelf life – thus giving an average readership of **32,000 per issue**.

Since 2021, our print subscription base for the magazine has **increased by 17.78%** – showing that demand for a quality print product is greater than ever.

Many of these new subscribers were introduced to the magazine through our digital platforms which since 2021 has enjoyed a **near 200% increase in users**.

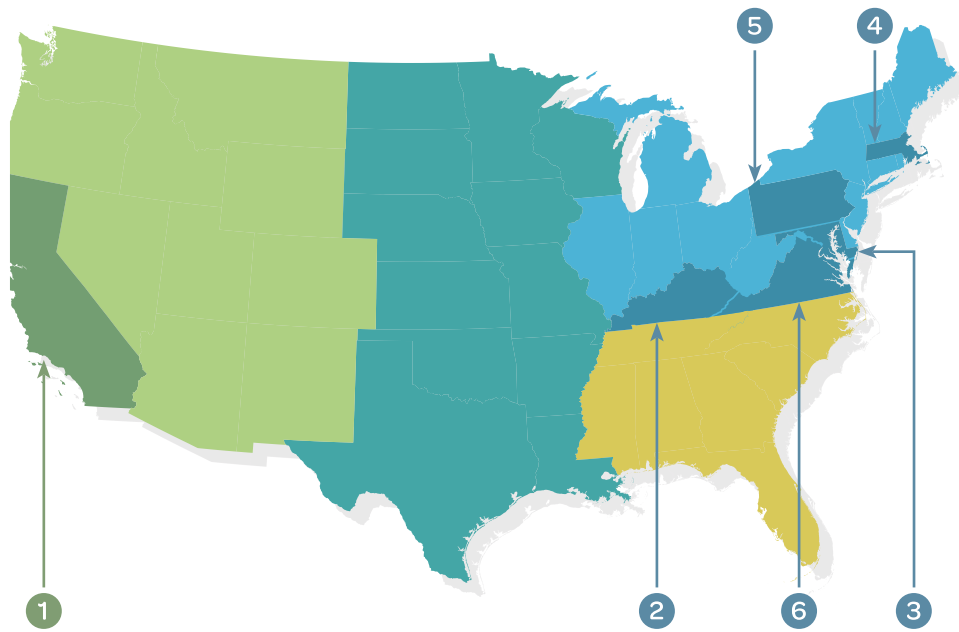
Why the growth? Well that's easy, the magazine is a **quality glossy publication** which includes features and articles of interest to better the training and development of the thoroughbred racehorse.

Readers tell us they look forward to receiving the magazine as it's simply **one of a kind publication**.

***It's A MUST READ for anyone serious about the training and development of the thoroughbred.***



# OUR PRINT DISTRIBUTION



## NORTH AMERICAN TRAINER IS:

1 The official magazine of the **California Thoroughbred Trainers Association (CTT)** and the only magazine sent to all its members (*approx 900 copies per quarter*)



2 The only magazine sent to all **Consignors & Commercial Breeders Association (CBA)** members (*approx 300 copies per quarter*)



### The magazine is also sent to members of:



*approx 400 copies*



*approx 50 copies*



*approx 400 copies*



*approx 350 copies*

## USA DISTRIBUTION

**Direct Mailed Copies**  
- approx 4,600

- West – 38%
- North – 42%
- South – 11%
- Central – 9%

**‘Live’ Racetracks / Training Centers**  
- approx 3,400

- West – 26%
- North – 42%
- South – 15%
- Central – 17%

## CANADIAN DISTRIBUTION

**Direct Mailed Copies**  
- approx 500

To trainers in Ontario, British Columbia and Alberta. With approximately 75 copies to the Alberta Thoroughbred Owners & Breeders Association

**To all major Canadian ‘Live’ Racetracks / Training Centers**

# OUR PRINT ADVERTISING RATES

ADVERT SIZE	1 x Insertion PRICE PER INSERTION	2 x Insertion PRICE PER INSERTION	3 x Insertion PRICE PER INSERTION	4 x Insertion PRICE PER INSERTION
Cover Positions	N/A	N/A	N/A	On Application
Early Right Hand Page	\$2895.00	\$2795.00	\$2695.00	\$2595.00
Full Page 4 Color	\$2690.00	\$2590.00	\$2490.00	\$2390.00
Double Page Spread	add 60%	add 60%	add 60%	add 60%
2/3 Page 4 Color	\$1895.00	\$1795.00	\$1695.00	\$1595.00
1/2 Page 4 Color	\$1590.00	\$1490.00	\$1390.00	\$1290.00
1/2 Page Spot	\$1395.00	\$1295.00	\$1195.00	\$1095.00
1/3 Page 4 Color	\$1490.00	\$1390.00	\$1290.00	\$1190.00
1/4 Page 4 Color	\$950.00	\$895.00	\$845.00	\$795.00
1/4 Page 4 Spot	\$845.00	\$795.00	\$745.00	\$695.00
1/8th Page Display	\$595.00	\$545.00	\$495.00	\$445.00
Suppliers Guide Directory	<b>RATE COVERS 4 ISSUES</b>			\$395.00

# OUR PRINT SPECIFICATIONS

**North American Trainer** is printed 4 color process throughout on quality gloss paper and perfect bound.

**DOUBLE PAGE SPREAD**

TRIM SIZE  
16.53" x 11.69"

BLEED AREA  
16.77" x 11.92"  
*(including 0.12" bleed on all edges)*

**FULL PAGE**

TRIM SIZE  
8.26" x 11.69"

BLEED AREA  
8.50" x 11.92"  
*(including 0.12" bleed on all edges)*

**TWO THIRDS PAGE HORIZONTAL**

SIZE 6.92" x 6.85"

**HALF PAGE HORIZONTAL**

SIZE 6.92" x 5.03"

**PLEASE NOTE:**

TRIM AND BLEED NEEDS TO BE APPLIED TO FULL PAGES **ONLY**

ADVERTS NEED TO BE SUPPLIED IN **PDF FORMAT ONLY**

**HALF PAGE VERTICAL**

SIZE 3.38" x 10.35"

**THIRD PAGE HORIZONTAL**

SIZE 6.92" x 3.30"

**QUARTER PAGE HORIZONTAL**

SIZE 6.92" x 2.44"

**QUARTER PAGE VERTICAL**

SIZE 3.38" x 5.03"

**SUPPLIERS GUIDE EIGHTH PAGE**

SIZE 3.38" x 2.44"

ALL HIGH RESOLUTION PRINT READY ADS NEED TO BE SENT VIA EMAIL TO [ADS@ANDERSON-CO.COM](mailto:ADS@ANDERSON-CO.COM)

# OUR READER STATISTICS

\*Survey conducted February - May 2019

**AVERAGE PRINT CIRCULATION**  
**8,000**  
**AND READERSHIP OF OVER**  
**32,000**

**APPROX 3,400**  
 are distributed to live racetracks / training centers throughout North America.

Each reader who trains / manages horses is on average responsible for the day to day care of  
**20 THOROUGHBREDS\***

**APPROX 4,600**  
 are distributed via regular mail, to the home addresses and offices of trainers, leading owners, breeders, stud farms, industry professionals and subscribers across North America and Canada.

Each reader who breeds horses owns, on average,  
**7 BROOD MARES**

**87%**  
 of trainers who took part in our latest survey\* said that editorial published in the magazine had influenced their training decisions

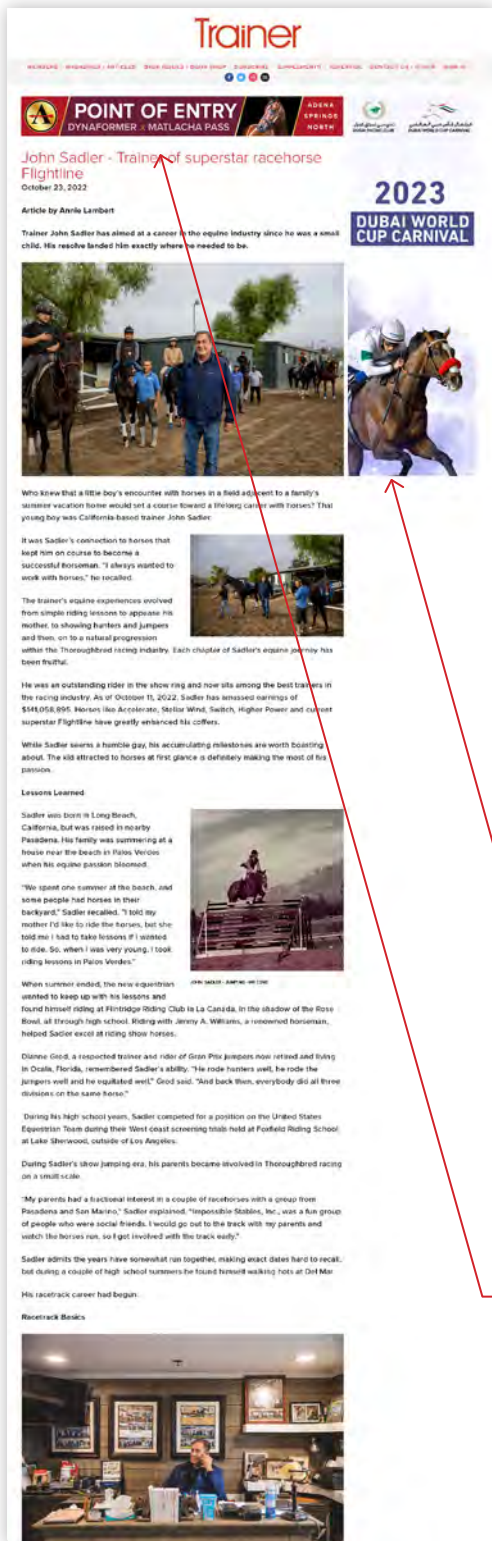
We estimate that our readership is responsible for the day to day care of over  
**80,000 HORSES**

# OUR 2024 DEADLINES

2024 DEADLINES	BOOKING DEADLINE	MATERIALS DEADLINE	MAGAZINE ONLINE	PRINT COPIES RECEIVED FROM
<b>ISSUE 71</b> <b>SPRING 2024</b>	FRIDAY JANUARY 26 2024	MONDAY JANUARY 29 2024	WEDNESDAY JANUARY 31 2024	WEDNESDAY FEBRUARY 7 2024
<b>ISSUE 72</b> <b>TRIPLE CROWN 2024</b>	WEDNESDAY APRIL 10 2024	FRIDAY APRIL 12 2024	MONDAY APRIL 15 2024	THURSDAY APRIL 25 2024
<b>ISSUE 73</b> <b>SUMMER 2024</b>	TUESDAY JULY 9 2024	THURSDAY JULY 11 2024	MONDAY JULY 15 2024	WEDNESDAY JULY 24 2024
<b>ISSUE 74</b> <b>BREEDERS CUP 2024</b>	MONDAY OCTOBER 7 2024	WEDNESDAY OCTOBER 9 2024	FRIDAY OCTOBER 11 2024	FRIDAY OCTOBER 18 2024

# OUR DIGITAL ADVERTISING OFFERS

## EXTENDING THE REACH OF YOUR ADVERTISING MESSAGE VIA OUR DIGITAL CHANNELS!



- ✓ **ALL display print advertisements** appear in our e-zine edition at no extra cost.
- ✓ Visit [anderson-co.com/latest-issue](https://anderson-co.com/latest-issue) – to see our latest e-zine editions or click the screen below!



### NEW FOR 2024 WEBSITE ONLY ADS

- ✓ **Vertical sidebar position** – displays best on desktop **300px (w) x upto 900px (h)**  
Adverts appear as the only advert on the right hand side of every article page in a sticky position which stays in position when the user scrolls the page.  
**From just \$30 per 1,000 impressions**  
– minimum purchase = 10k impressions.
- ✓ **Leaderboard position** – displays on all devices **728px (w) x 150px (h)**  
Advert appears at the top of each article.  
**From just \$19 per 1,000 impressions**  
– minimum purchase = 10k impressions.

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CLICK HERE TO  
BOOK YOUR ADVERT



*OR*

**CALL:**



**(859) 242 5025**

**EMAIL:**

**ADS@ANDERSON-CO.COM**