

Trainer

European Edition

2024 MEDIA PACK



THE QUARTERLY MAGAZINE FOR THE TRAINING AND DEVELOPMENT OF THE THOROUGHBRED

IN PRINT / DIGITAL / ONLINE

OUR MAGAZINE



European Trainer (established in 2000) is the quarterly magazine for the training and development of the thoroughbred.

Published just four times a year, copies of the magazine are direct mailed to trainers as well as an increasing number of owners and breeders across Europe.

Each copy of the magazine is read by an average of 3.5 people during its shelf life – thus giving an average readership of **over 12,500 per issue**.

Since 2021, our print subscription base for the magazine **increased by 16.27%** – 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 have since 2021 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

EUROPEAN TRAINER IS:

- The official magazine of the **European Trainers' Federation.**
- Distributed to the following ETF member countries across Europe with 10 or more readers per country:



• Average issue circulation ETF members

(Updated November 2023)

Austria	–	18	Netherlands	–	16
Belgium	–	98	Norway	–	34
Czech Rep.	–	74	Poland	–	31
France	–	237	Slovakia	–	24
Germany	–	128	Slovenia	–	19
Hungary	–	14	Spain	–	41
Ireland	–	397	Sweden	–	44
Italy	–	205	UK	–	578

• In addition, the magazine is also circulated as follows:

- + **50 copies** to Turkish trainers.
- + **(approx) 170 copies** to countries with less than ten readers per country.
- + **(approx) 1,150 copies** distributed to subscribers / professional keepers of horses / trade suppliers per issue.
- + **(approx) 100 copies** at free of charge / trade events.
- + **(approx) 110 copies** from subscription renewals (between publications).
- + **(approx) 100 copies** through racing schools.
- + **(approx) 150 copies** per issue to the member countries of the European Mediterranean Horseracing Federation.



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
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Prime 1/2 Page	£790	£750	£715	£675
Main Editorial 1/2 Page	£745	£710	£675	£645
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Main Editorial 1/3 Page	£545	£515	£495	£465
1/4 Page	£425	£400	£375	£350
Inserts (3.5k minimum)	From 25p per mailed copy			Prices exclude VAT where applicable

OUR PRINT SPECIFICATIONS

European Trainer is printed 4 colour process throughout on quality gloss paper and perfect bound.

DOUBLE PAGE SPREAD

TRIM SIZE
420 x 297 mm

BLEED AREA
426 x 303 mm
(including 3mm bleed on all edges)

FULL PAGE

TRIM SIZE
210 x 297 mm

BLEED AREA
216 x 303 mm
(including 3mm bleed on all edges)

TWO THIRDS PAGE HORIZONTAL

SIZE 176 x 174 mm

HALF PAGE HORIZONTAL

SIZE 176 x 128 mm

PLEASE NOTE:

TRIM AND BLEED NEEDS TO BE APPLIED TO FULL PAGES ONLY

ADVERTS NEED TO BE SUPPLIED IN PDF FORMAT ONLY

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SIZE 86 x 263 mm

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SIZE 176 x 84 mm

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SIZE 176 x 62 mm

QUARTER PAGE VERTICAL

SIZE 86 x 128 mm

SUPPLIERS GUIDE EIGHTH PAGE

SIZE 86 x 62 mm

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OUR READER STATISTICS

*Survey conducted February - May 2019

AVERAGE PRINT CIRCULATION
3,600
AND READERSHIP NOW EXCEEDS
12,500

EACH READER TRAINS AN AVERAGE OF
23
THOROUGHBREDS

54%
OF TRAINERS RENT THEIR YARD
46%
OWN THEIR YARD

European Trainer readers train over
75,000
THOROUGHBREDS

46%
OF READERS TRAIN BETWEEN
1-50
HORSES

TRAINER REPRESENTATION:
44%
DUAL PURPOSE
41%
FLAT ONLY
15%
JUMPS ONLY

The average reader will spend over
£1,400/
€1,800
 per quarter on: farriery, hard feed, supplements, hay & bedding per horse

THE AVERAGE AGE OF TRAINERS WHO RECEIVE EUROPEAN TRAINER IS
49
YEARS OLD

43%
OF TRAINERS WILL UPGRADE THEIR FACILITIES EVERY YEAR

OUR 2024 DEADLINES

2024 DEADLINES	BOOKING DEADLINE	MATERIALS DEADLINE	MAGAZINE ONLINE	PRINT COPIES RECEIVED FROM
ISSUE 84 JANUARY – MARCH 2024	MONDAY DECEMBER 11TH 2023	WEDNESDAY DECEMBER 13TH 2023	FRIDAY DECEMBER 15TH 2023	FRIDAY DECEMBER 22ND 2023
ISSUE 85 APRIL – JUNE 2024	TUESDAY MARCH 19TH 2024	THURSDAY MARCH 21ST 2024	MONDAY MARCH 25TH 2024	MONDAY APRIL 1ST 2024
ISSUE 86 JULY – SEPTEMBER 2024	MONDAY JUNE 24TH 2024	WEDNESDAY JUNE 26TH 2024	FRIDAY JUNE 28TH 2024	FRIDAY JULY 5TH 2024
ISSUE 87 OCTOBER – DECEMBER 2024	MONDAY SEPTEMBER 23RD 2024	WEDNESDAY SEPTEMBER 25TH 2024	FRIDAY SEPTEMBER 27TH 2024	FRIDAY OCTOBER 4TH 2024

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POINT OF ENTRY
DYNAFORMER x MATLACHA PASS

Jérôme Reynier - The French horseman's pathway to success
October 23, 2022

2023 DUBAI WORLD CUP CARNIVAL

Article by Katherine Ford

Take a look at the French trainers' standings in September, and hot on the heels of the Classic powerhouses of Rouget, Fabre and Graffard in fourth place was Jérôme Reynier. Based in his native Marseille, still a couple of years shy of his 40th birthday, the discreet yet determined professional has climbed step by step to racing's top table, and his ascension is far from over.

I met Reynier at Deauville during the August meeting and interviewed his breakfast with half a dozen staff. "We have a family atmosphere and a good relationship. I'm not a difficult boss, but if there are decisions to be made, that's my job. I don't want anyone else to take initiatives without consulting me first. That's why if I am not available in case there's a problem," Reynier admits.

What is striking with Reynier is an attention to detail, whether that be in the organisation of his training regime, his assiduous desire to answer any queries from any quarters, or his true passion and almost encyclopaedic knowledge of bloodstock and racing. Going back to the origins of his love of racing, he explains, "I caught the virus from my father who was an architect but passionate about racing and breeding. I was born in 1985, and that was the year that he bred his first horse, called Shandy."

Reynier goes on to recount in great detail the destiny of Shandy, who was bought back as a yearling and ended up Group-placed as a juvenile and winner of the then Listed Prix Cybèle. It is easy to forget from the vividness of the description that at the time he was still in nappies and has no direct memories of the time. "It was magical, for a first homebred, carrying my grandfather's colours. That caused a powerful effect with my father who bought more mares. He was lucky, but then you make your own luck."

Learning the trade

Just a few years later Reynier's father sold all his burgeoning thoroughbred interests when his son was still too small to remember, in order to devote more time to his wife and family.

However, the marriage broke down and his son remembers, "My parents separated when I was 12, and I went to live with my father who took me to Deauville sales to see if I took to the bloodstock world. It was all new to me, but I loved it and thought of nothing else from then on."

"At school, I put sales catalogues inside my textbooks so during lessons I was engrossed in the pedigree pages. I had never touched a horse in my life—my experience all came from books as there wasn't even [French racing channel] Equidia at the time."

At 15 years old, Jérôme Reynier had his first hands-on experience during a summer at Alain Braineboisier's Haras de Chartreux, and the following summer his father sent him to Newmarket to learn English. "I spent two months with David Shekells at Old Mill Stud. He had two yearlings for Deauville sales, but I was only tiny and not strong enough to hold a yearling weighing 600kg. They were both mares—a Nashwan and an Unbreakable—so my job for two months was to walk behind them to keep them moving forward.

"Then during the journey from Newmarket to Deauville, I had to travel in the back of the horsebox at their heads all the way to stop them from fighting. It was a real test of my enthusiasm!"

Full marks for effort

Jérôme passed the test with flying colours, and his enthusiasm remained intact, more so than his academic career, which suffered from his obsession with thoroughbreds. "I failed my Bac [Baccalauréat], and things weren't easy then as I had no qualifications, contacts or references. When I went to the races at Deauville, I didn't have access to any of the reserved areas; I saw racing as a very closed environment. For me, it was unattainable. During that summer, I worked at the Forian's Haras de Montaignu to prepare the yearlings. After that, I applied to do a season at Coctmore, and they took

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