

# THE OWNER BREEDER



## MEDIA PACK

Updated February 1st 2024

Europe's Leading Monthly Bloodstock Magazine



# STATISTICS

**The Owner Breeder** is the official magazine of the Thoroughbred Breeders' Association (TBA) and Racehorse Owners Association (ROA) which is sent to every member, every month.

**56%**

of breeders have their mares based at their own stud

**85%**

of readers have attended the sales

**AVERAGE PRINT CIRCULATION**

**9,800**

**AND READERSHIP OF OVER**

**20,000**

**43%**

of breeders each own between one and five mares

The average net wealth per reader is

**£1.8m**

(excluding main residence)

**86%**

of breeders will use the services of a consignor

**60%**

of readers are business owners; the average turnover per business is

**£2.35m**

**42%**

of breeders have their mares based at a boarding stud

**93%**

of breeders read the sales coverage in every issue

**59%**

of breeders say the magazine helps them to gain valuable information on stallion availability and costs

**11%**

of readers sponsor races

**90%**

of readers dine at racecourses and/or hire private boxes

**73%**

of readers will attend

**11+**

meetings per year

The average household net worth per reader is

**£2.32m**

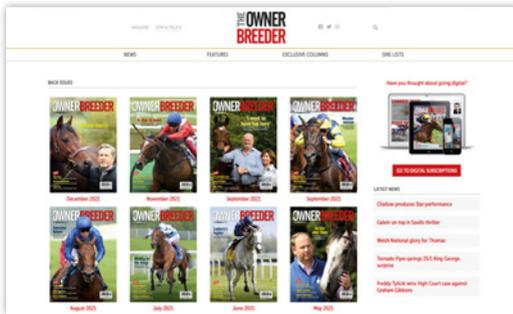
The mean average acreage for breeders' own properties is

**32 ACRES**

# OUR DIGITAL PLATFORMS

## EXTENDING THE REACH OF YOUR ADVERTISING

- ✓ **ALL adverts** appear in our e-zine version of the magazine at **no extra charge!**



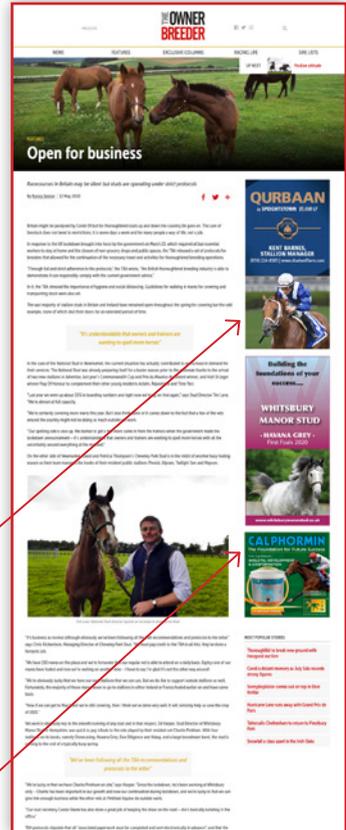
**CLICK TO READ OUR RECENT ISSUES**

- ✓ Large format website advert options of 300 pixels wide by 600 pixels deep. Adverts can be 'geo targeted' to gain **maximum impact**.

Adverts appear on a rotational basis.  
Costing **just £22** per 1k impressions

- ✓ Small format website advert options of 300 pixels wide by 300 pixels deep. Adverts can be 'geo targeted' to gain **maximum impact**.

Adverts appear on a rotational basis.  
Costing **just £15** per 1k impressions



**ONLINE ONLY PACKAGES NOW AVAILABLE – CLICK HERE TO LEARN MORE ABOUT THE REACH OF OUR DIGITAL PLATFORMS**



# ADVERTISING RATES

Adverts can be booked in **three sections** of the magazine in descending rate order:

VISIT [ANDERSON-CO.COM/TOB](http://ANDERSON-CO.COM/TOB) FOR DETAILED DEMOGRAPHICS & MONTHLY ADVERT DEADLINES

## PRIME POSITIONS

– to the end of the cover profile article

## MAIN EDITORIAL

– from cover profile article > end of horse health editorial

## FORUM POSITIONS

– from ROA Forum editorial > start of 'Last Word' editorial

ADVERT SIZE	1-3 Insertions PRICE PER INSERTION	4-6 Insertions PRICE PER INSERTION	7-9 Insertions PRICE PER INSERTION	10-12 Insertions PRICE PER INSERTION
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PRIME POSITION Full Page	£1,745	£1,645	£1,545	£1,445
MAIN EDITORIAL Full Page	£1,545	£1,445	£1,345	£1,245
FORUM POSITION Full Page	£1,345	£1,245	£1,145	£1,045
Right Hand Page Supplement	Add 10%	Add 10%	Add 10%	Add 10%
Double Page Spread	Add 60%	Add 60%	Add 60%	Add 60%

PRIME POSITION ½ Page	£995	£895	£795	£695
MAIN EDITORIAL ½ Page	£845	£820	£735	£680
FORUM POSITION ½ Page	£735	£680	£615	£560
Right Hand Page Supplement	Add 7.5%	Add 7.5%	Add 7.5%	Add 7.5%

PRIME POSITION ¼ Horizontal	N/A	N/A	N/A	N/A
MAIN EDITORIAL ¼ Horizontal	£470	£455	£410	£375
FORUM POSITION ¼ Page	£405	£375	£340	£305
Right Hand Page Supplement	Add 5%	Add 5%	Add 5%	Add 5%

Website - 300 x 600 px	£22 x 1k imp			
Website - 300 x 300 px	£15 x 1k imp			

Insert (min 10k) from 20p per name up to 30gms each

Advertorials can be booked in the place of an advert.

ALL PRICES EXCLUDE VAT (WHERE APPLICABLE)

RATES AS OF 01.02.2024

# TO RESERVE YOUR SPACE

CALL:



01380 816777



041 971 2000

or EMAIL:

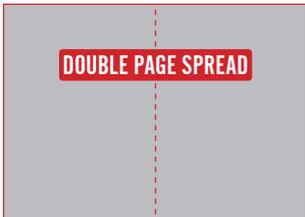
[ADS@ANDERSON-CO.COM](mailto:ADS@ANDERSON-CO.COM)

[CLICK HERE FOR THE 2024 PUBLICATION SCHEDULES](#)

## SPECIFICATIONS

The **Owner Breeder** is printed 4 colour process throughout on quality gloss paper and perfect bound.

**PLEASE NOTE:** Trim and bleed needs to be applied to **full pages ONLY**.



**TRIM SIZE**  
420mm x 297mm  
16.54" x 11.69"

**BLEED AREA**  
426mm x 303mm  
16.77" x 11.93"  
*(including 3mm / 0.12"  
bleed on all edges)*



**TRIM SIZE**  
210mm x 297mm  
8.27" x 11.69"

**BLEED AREA**  
216mm x 303mm  
8.50" x 11.93"  
*(including 3mm / 0.12"  
bleed on all edges)*



**SIZE**  
180mm x 128mm  
7.09" x 5.04"



**SIZE**  
88mm x 251mm  
3.47" x 9.88"



**SIZE**  
180mm x 66mm  
7.09" x 2.60"



**SIZE**  
88mm x 128mm  
3.47" x 5.04"



**SUPPLIED AS  
GIF OR JPEG**

**SIZE**  
L 600 x 300 pixels  
S 300 x 300 pixels



Anderson & Co  
PUBLISHING LTD

**PLEASE NOTE: PRINT ADVERTS NEED TO BE  
SUPPLIED IN PDF FORMAT ONLY AND SENT  
VIA EMAIL TO [ADS@ANDERSON-CO.COM](mailto:ADS@ANDERSON-CO.COM)**