

BREEDING & RACING

REACHING THE
THOROUGHBRED INDUSTRY'S
KEY DECISION MAKERS



ALSO
PUBLISHED
ONLINE

Breeding & Racing: Thoroughbred Communication Solutions.

Breeding & Racing is the definitive guide to the thoroughbred breeding & racing industry across Australia, New Zealand & South-east Asia - a **MUST** for all equine enthusiasts, investors & breeding aficionados. Staffed by highly experienced thoroughbred industry communication experts who are leading the way in both hard copy print and online technology:

- ▶ A top end glossy publication (published 6 times a year) containing highly relevant industry feature stories written by authoritative writers, and backed by empirical, thoroughly researched data.
- ▶ A completely interactive digital publication, with video links, website and sale catalogue links. The digital magazine maximises reach to the entire industry & beyond through its presence online at the Daily News website, Facebook page & emailed to the complete database of online subscribers. It is also i-phone, i-pad and smart phone compatible.
- ▶ The southern hemisphere's most acclaimed thoroughbred Daily News service, accessed by 30,000+ industry readers daily from Australia, New Zealand and abroad (see below).
- ▶ Sponsored by the who's who of the thoroughbred industry - a website that combines a considered mix of news and online tools to assist buyers & breeders in their decision making process.
- ▶ A complete solution for our clients: design, print of brochures, e-brochures, website design & development, with the end product integrated back into *Breeding & Racing's* online platform to ensure 'looped' push-pull communication.

The Great Debate 1

ARE SIRE TABLES DISTORTED BY PRIZE MONEY?

Australian Gr1s 2008/09

Rank	Horse	Stables	Prize
1	THE SIRE OF THE SEASONS
2	THE SIRE OF THE SEASONS
3	THE SIRE OF THE SEASONS
4	THE SIRE OF THE SEASONS
5	THE SIRE OF THE SEASONS
6	THE SIRE OF THE SEASONS
7	THE SIRE OF THE SEASONS
8	THE SIRE OF THE SEASONS
9	THE SIRE OF THE SEASONS
10	THE SIRE OF THE SEASONS

DOES SIRE AGE AFFECT PROGENY ABILITY?

RENEE DEELEN investigates

Percentage of Foals by Sire Age at Conception

Age of Sire	Total Foals	SR	SP	SR+SP	Other	% of Total
1-2	1000	100	100	200	600	20%
3-4	1500	150	150	300	1000	20%
5-6	2000	200	200	400	1400	20%
7-8	2500	250	250	500	1750	20%
9-10	3000	300	300	600	2100	20%



In an industry where information is everything, *Breeding & Racing's* Daily News service has carved an enviable 'news' niche which stands out in a cluttered marketplace of piecemeal information distribution.

Widely accepted as the industry leader in this genre, & incorporating a mix of local and international news, *Breeding & Racing* reports on every Australian-bred winner in Hong Kong, Malaysia, Macau, Singapore, New Zealand & South Africa. Readers are also given a key-point synopsis of all global Gr1 races, as well as every major thoroughbred sale held around the world.

Read by over 30,000 local and international industry readers, the Daily News is **emailed to** a news-hungry audience of thousands of **key decision makers** each morning, using technology which seamlessly distributes to the entire database in a matter of minutes.

B&R's Daily News

To subscribe, contact Gary Knowles at gknowles@breedingracing.com

B&R Feature Guide

- ▶ **Autumn Yearling Sale Preview Edition (February 2011)** - Includes previews and overall assessment of Inglis' Melbourne Premier Sale which has established a solid niche in the annual round of yearling sales. It also includes previews of both Magic Millions Adelaide and QTIS 600 yearling sales.
- ▶ **Inglis Easter Sale Edition (March 2011)** - Featuring major vendor profiles, empirical data and wide-ranging analysis of this leading Australian yearling sale.
- ▶ **Sires Annual 2011 (June 2011)** - B&R's hallmark annual publication incorporating a double page spread synopsis of each participating stallion. Linked to an innovative & integrated online version.
- ▶ **Group One Annual (August 2011)** - Highlighted by a full page synopsis of each Gr1 race, this historical record provides the perfect opportunity for stud farms to associate their stallions with success at the highest level & for vendors of the winners to maximise their premium positioning by advertising next to the respective Gr1 events. Also includes the 2011 Freshman Feature & 2011 Sires 10K & under.
- ▶ **Industry & Website Directory (October 2011)** - The A-Z of the Industry, this edition features the website information for everyone from Stud Farms, Trainers, Race Clubs, Yearling Vendors, Sales Companies and Equine Products & Services.
- ▶ **Summer Yearling Sale Preview Edition (December 2011)** - Contains in-depth previews of the Magic Millions Premier Sale on the Gold Coast, NZ Bloodstock's annual Karaka Premier Sale & Inglis' Classic Sale in Sydney. This edition includes the sought-after Freshman Yearling Sire Preview.

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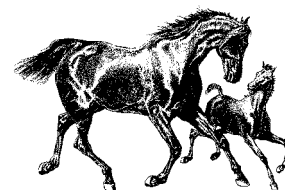
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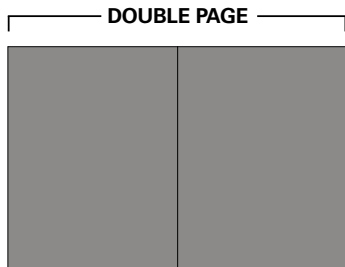
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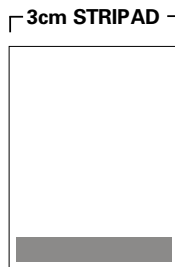
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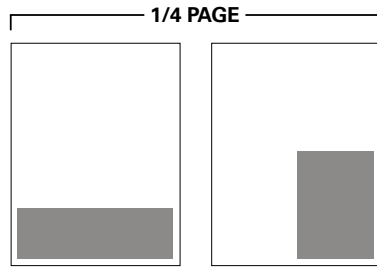


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