

Advertising Rates & Specifications

The Retired Racehorse Project has many digital, print, and on-site opportunities for advertising. All options can be selected a la carte or bundled into a sponsorship package for added value. Ask us about event sponsorship and vendor booth opportunities to increase your visibility and interface with spectators at events like our annual Thoroughbred Makeover at the Kentucky Horse Park.



Magazine Print Advertising

RATE CARD	1X	2X	4X
1/4 Page Vertical: 2.25" x 7.4375" Horizontal: 4.625" x 3.4375"	\$400	\$364	\$304
1/3 Page Vertical 2.25" x 10" Square: 4.625" x 4.9375 Horizontal: 7" x 3.4375	\$600	\$546	\$456
Half Page Vertical: 4.625" x 7.4375" Horizontal: 7" x 4.9375"	\$800	\$728	\$608
2/3 Page Vertical: 4.625" x 10" Horizontal: 7" x 6.4375"	\$1,000	\$910	\$760
Full Page Bleed: 8.375" x 11.125" Trim: 8.125" x 10.875" Image Area: 7" x 10"	\$1,200	\$1,092	\$912
Inside Cover	\$2,000	\$1,820	\$1,520
Back Cover	\$2,400	\$2,184	\$1,824

Additional 25% discount for non-profit Thoroughbred placement organizations.



The RRP attracts a highly desirable audience of equine professionals, enthusiasts, and consumers.

This predominately female audience is active within the equine industry, well connected, attends events, and appreciates quality products and information pertaining to horses, specifically Thoroughbreds.



94%
FEMALE



88%
EQUESTRIANS IN SPORT



76%
AGE RANGE 35-65+



72%
OWN 1-3 THOROUGHBREDS

10,000
IN CIRCULATION

Quarterly
DISTRIBUTION



Digital Advertising

DIGITAL ASSET	SIZE/FORMAT (w x h)	COST
E-Blast Ad	600p x 150p	\$750
E-Blast Footer Ad	600p x 150p	\$500
Facebook Post	820p x 360p	\$500
Instagram Post	1080p x 1080p	\$500
Social Media Story	1080p x 1920p	\$500
Website - Top Banner	1920p x 800p	\$1200
Website - Bottom Banner	1920p x 800p	\$750
Logo on E-Blast & Website	JPG or PNG	\$300
Sponsorship Announcement on Social Media	JPG or PNG logo, copy written by RRP	\$500

Makeover Rulebook

RATE CARD	SIZE (w x h)	COST
1/4 Page	2.75" x 4.25"	\$220
Half Page Horizontal	5.5" x 4.25"	\$405
Half Page Vertical	2.75" x 8.5"	\$405
Full Page	5.5" x 8.5"	\$815
Inside Cover	5.5" x 8.5"	\$1,000
Back Cover	5.5" x 8.5"	\$1,180

Closing Dates

SPACE CLOSES	AD DUE
Spring: 2/17/22	3/3/22
Summer, Sponsor Guide: 5/19/22	6/2/22
Fall: 8/11/22	8/25/22
Winter, Gift Guide & Rulebook: 10/18/22	11/1/22



“The RRP work increases the opportunities for Thoroughbreds after the track, and the growth of and demand for its programs over the past decade demonstrates the impact they’re making.”

— Mike McMahon, President
Thoroughbred Charities of America

Bundle & Save

SAVE 10% WHEN YOU PLACE PRINT ADS IN BOTH OFF-TRACK THOROUGHBRED MAGAZINE & THE MAKEOVER RULEBOOK.

Run ads in both publications, plus a digital asset, and save 15%.

Bonus Opportunities

SPRING:

Land Rover KY 3-Day Event distribution

SUMMER:

Sponsor Guide

FALL:

Thoroughbred Makeover Event distribution

WINTER:

Gift Guide

ASK US ABOUT EVENT SPONSORSHIP & VENDOR BOOTH OPPORTUNITIES.