

# BREEDERS' CUP

## Magazine

On November 6 and 7, the world comes to Oak Tree at Santa Anita for the **2009 Breeders' Cup World Championships**, racing's most prestigious and popular event.

You are invited to showcase your business in the **Breeders' Cup magazine**, a keepsake publication for the "Super Bowl" of racing, a multi-million-dollar extravaganza attracting racing enthusiasts from around the world!

Breeders' Cup  
2009





14 total races with purses of \$25.5 million.

*We invite your business to be a part of the majesty, the milestones, and the memories...*

Put your marketing message in front of a rich variety of readers from Thoroughbred owners and breeders to casual racing fans and tourists. The 2009 *Breeders' Cup* magazine will be filled with engaging feature stories, eye-catching photo spreads, and useful information that makes it a true "collector's issue."

There is only one official Breeders' Cup magazine. Don't miss this unique once-a-year advertising opportunity. It is a grand occasion to brand your business to lucrative audience for long-term exposure.



## WINNING EDITORIAL TO COMPLEMENT YOUR MARKETING MESSAGE

### Queens of the Cup

Zenyatta is expected to be the latest in a distinguished list of fillies and mares who have defended their Breeders' Cup titles.

### Peerless Park

As it prepares to celebrate its 75th anniversary and to host the Breeders' Cup again, Santa Anita retains much of the glamour its founders envisioned.

### High Note

For recording executive Jerry Moss and his wife Ann, racing success has reached its zenith in their champion Zenyatta.

### Racing Royale

Ascot Racecourse in England, closely associated with Britain's royal family, has supplied top-class runners to Breeders' Cup races over the years.

### Value Added

A Breeders' Cup victory can add to a horse's price in the auction ring, in a private transaction, or in the breeding shed.

### Heads of the Class

The Head family of France has been involved in all aspects of the Breeders' Cup, from founding director to jockey.

### Leveling the Field

Small-scale outfits have found Breeders' Cup success among the heavyweights of the racing world with such horses as Volponi, Thor's Echo, and Albertus Maximus.

### Clean Cup

The Breeders' Cup ban on steroids has had positive repercussions throughout the industry.





For the more than 25 years, the Breeders' Cup World Championships have focused global attention on the best the Thoroughbred industry has to offer, and welcomed racing fans, breeders, owners, trainers, and members of the media from around the world.

Each fall, tens of thousands of fans and horsemen attend the richest event in all of sports—one of the hottest tickets in professional sports. Millions more will watch the event on television in more than 60 countries.

The official 2009 *Breeders' Cup* magazine pays fitting tribute to some of the sports most unforgettable racing.

## DISTRIBUTION THAT DELIVERS!

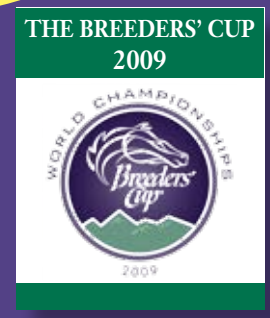
- ✿ VIPs, box holders, corporate sponsors
- ✿ National and local media
- ✿ Area hotels, bookstores, retailers
- ✿ Elite racetracks across the nation
- ✿ Off-track betting sites (OTB)
- ✿ 23,000+ subscribers to racing's #1 weekly news magazine *The Blood-Horse* including 3,000 members of the prestigious Thoroughbred Owners and Breeders Association (TOBA) and more than 2,000 international subscribers.
- ✿ Sold through ExclusivelyEquine.com

## JOINT MARKETING INCREASES YOUR MARKETING REACH

Through our joint marketing effort, Breeders' Cup Ltd. will promote the 2009 souvenir issue through placement in the Breeders' Cup online store; promotion on BreedersCup.com; and through placement at track retail outlets during the event.

The Breeders' Cup is recognized as the world's richest and most important weekend of racing. The official *2009 Breeders' Cup World Championships Souvenir Magazine* offers readers classic moments captured in the pages of this very special memento.

**IMPORTANT DEADLINE INFORMATION:**  
 Reserve your advertising space by:  
 Tuesday, Sept. 8, 2009  
 Materials due by:  
 Monday, Sept. 21, 2009  
 On sale:  
 Tuesday, Oct. 13, 2009



**THE BREEDERS' CUP  
2009**



## Branding your business is a sure bet in the 2009 Breeders' Cup magazine!

Published by Blood-Horse Publications, the industry's premier publishing company since 1916, the **2009 Breeders' Cup magazine** is a must for marketers who want to reach an audience consisting of captains of industry, the sports' top horsemen, and racing enthusiasts from around the world.

**For more information, contact:**

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**BLACK & WHITE \***

| Frequency       | 1X      | 3X      | 6X      | 12X     | 24X     | 36X     | 52X     | 104X    |
|-----------------|---------|---------|---------|---------|---------|---------|---------|---------|
| SPREAD          | \$3,986 | \$3,893 | \$3,804 | \$3,781 | \$3,689 | \$3,601 | \$3,523 | \$3,466 |
| 1/2 PAGE SPREAD | \$2,414 | \$2,360 | \$2,316 | \$2,270 | \$2,250 | \$2,202 | \$2,156 | \$2,114 |
| PAGE            | \$1,993 | \$1,946 | \$1,902 | \$1,891 | \$1,845 | \$1,799 | \$1,761 | \$1,732 |
| 2/3 PAGE        | \$1,531 | \$1,498 | \$1,469 | \$1,437 | \$1,416 | \$1,386 | \$1,359 | \$1,331 |
| 1/2 PAGE        | \$1,207 | \$1,180 | \$1,158 | \$1,135 | \$1,125 | \$1,101 | \$1,078 | \$1,057 |
| 1/3 PAGE        | \$806   | \$784   | \$771   | \$764   | \$756   | \$743   | \$726   | \$714   |
| 1/4 PAGE        | \$637   | \$618   | \$613   | \$602   | \$598   | \$585   | \$574   | \$563   |
| 1/6 PAGE        | \$433   | \$420   | \$414   | \$409   | \$407   | \$398   | \$390   | \$385   |
| 1 COLUMN INCH   | \$99    | \$98    | \$96    | \$94    | \$93    | \$92    | \$86    | n.a.    |

**PROCESS TWO-COLOR**

|                 |         |         |         |         |         |         |         |         |
|-----------------|---------|---------|---------|---------|---------|---------|---------|---------|
| SPREAD          | \$4,640 | \$4,547 | \$4,458 | \$4,435 | \$4,343 | \$4,255 | \$4,177 | \$4,120 |
| 1/2 PAGE SPREAD | \$3,068 | \$3,014 | \$2,970 | \$2,924 | \$2,904 | \$2,856 | \$2,810 | \$2,768 |
| PAGE            | \$2,429 | \$2,382 | \$2,338 | \$2,327 | \$2,281 | \$2,235 | \$2,197 | \$2,168 |
| 2/3 PAGE        | \$1,967 | \$1,934 | \$1,905 | \$1,873 | \$1,852 | \$1,822 | \$1,795 | \$1,767 |
| 1/2 PAGE        | \$1,643 | \$1,616 | \$1,594 | \$1,571 | \$1,561 | \$1,537 | \$1,514 | \$1,493 |
| 1/3 PAGE        | \$1,015 | \$993   | \$980   | \$973   | \$965   | \$952   | \$935   | \$923   |
| 1/4 PAGE        | \$846   | \$827   | \$882   | \$811   | \$807   | \$794   | \$783   | \$772   |
| 1/6 PAGE        | \$642   | \$629   | \$623   | \$618   | \$616   | \$607   | \$599   | \$594   |

**PROCESS FOUR-COLOR**

|                 |         |         |         |         |         |         |         |         |
|-----------------|---------|---------|---------|---------|---------|---------|---------|---------|
| SPREAD          | \$5,684 | \$5,591 | \$5,502 | \$5,479 | \$5,387 | \$5,299 | \$5,221 | \$5,164 |
| 1/2 PAGE SPREAD | \$4,112 | \$4,058 | \$4,014 | \$3,968 | \$3,948 | \$3,900 | \$3,854 | \$3,812 |
| PAGE            | \$3,124 | \$3,077 | \$3,033 | \$3,022 | \$2,976 | \$2,930 | \$2,892 | \$2,863 |
| 2/3 PAGE        | \$2,662 | \$2,629 | \$2,600 | \$2,568 | \$2,547 | \$2,517 | \$2,490 | \$2,462 |
| 1/2 PAGE        | \$2,338 | \$2,311 | \$2,289 | \$2,266 | \$2,256 | \$2,232 | \$2,209 | \$2,188 |
| 1/3 PAGE        | \$1,350 | \$1,328 | \$1,315 | \$1,308 | \$1,300 | \$1,287 | \$1,270 | \$1,258 |
| 1/4 PAGE        | \$1,181 | \$1,162 | \$1,157 | \$1,146 | \$1,142 | \$1,129 | \$1,118 | \$1,107 |
| 1/6 PAGE        | \$977   | \$964   | \$958   | \$953   | \$951   | \$942   | \$934   | \$929   |

\* See Additional Rate Information and Mechanical Charges. Cover Rates: Available Upon Request.  
Advertising rates effective with the January 3, 2009 issue. Last revised September 6, 2008. Subject to change with four weeks notice.