



# TRADE ZONE



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## 2010 Trade Zone

A section showcasing products and services for the Thoroughbred industry

Readers of *The Blood-Horse* don't just represent a segment of the Thoroughbred market, they ARE the Thoroughbred market!

*Blood-Horse* readers turn to **TradeZone** for the latest information about equine products and services—products and services on which *Blood-Horse* subscribers spend more than **\$1.3 BILLION ANNUALLY!**

*The Blood-Horse TradeZone* is a special advertising section showcasing products and services for the Thoroughbred industry. Each **TradeZone** features a different product category within a focused editorial package.

## Annual Dollars Spent by *Blood-Horse* Subscribers

### BARN SUPPLIES

\$19.7 million

### BEDDING

\$17.4 million

### EQUINE INSURANCE

\$118.6 million

### FARM EQUIPMENT

\$39.4 million

### FARM IMPROVEMENTS

\$374.3 million

### FARRIER SERVICES

\$21.2 million

### FEED & GRAIN

\$57 million

### HAY

\$25.5 million

### HOOF CARE PRODUCTS & SHOEING SERVICES

\$12.9 million

### HORSE

**TRANSPORTATION**  
\$43.9 million (By Land)  
\$8.7 million (By Air)

### LEGAL

\$4.1 million

### PHARMACEUTICALS

\$20 million

### TACK & EQUIPMENT

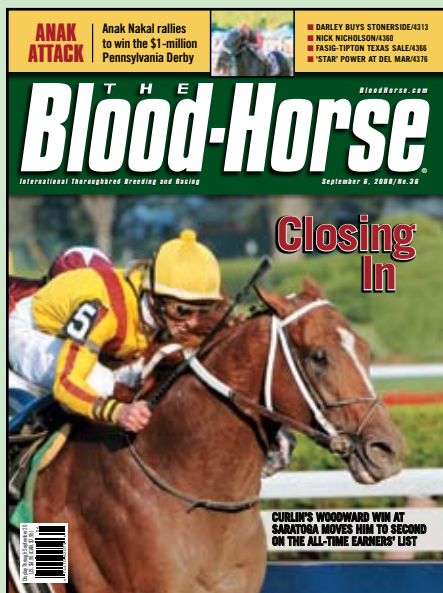
\$6.7 million

### VETERINARY SERVICES

\$75.6 million

**AND MORE TOTALING A REMARKABLE \$1.3 BILLION!**

Source: 2006 *Blood-Horse* Reader Survey



Trade Zone

BloodHorse.com

Blood-Horse Source

StallionRegister.com

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# *The* Blood-Horse

Our Strength... **Your Advantage!**



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ISSUE DATE	TOPIC	SPACE RESERVATIONS DUE	MATERIALS DUE
1/9/10	Foal Health (feed, supplements, and vaccinations)	29-Dec	30-Dec
2/13/10	AAEP Lameness	2-Feb	5-Feb
3/20/10	AAEP Horse Health News	9-Mar	12-Mar
4/24/10	AAEP Disease Prevention/Vaccination	13-Apr	16-Apr
5/22/10	Pest and Parasite Control	11-May	14-May
6/12/10	Hoof Care (General for all Thoroughbreds)	1-Jun	4-Jun
7/17/10	Trailers/Transport	6-Jul	9-Jul
8/21/10	EPM Update	10-Aug	13-Aug
9/18/10	First Aid/Wound Care	7-Sep	10-Sep
10/30/10	Feeding Tips (all ages, types of Thoroughbreds)	19-Oct	22-Oct
11/6/10	Mare Breeding Prep	26-Oct	29-Oct
12/1/10	2011 Stallion Register Trade Zone	29-Oct	12-Nov
12/11/10	The Healthy Foal	30-Nov	3-Dec

For more information, visit: [BloodHorse.com/MediaKit](http://BloodHorse.com/MediaKit)

**Blood-Horse**

Our Strength... Your Advantage!



### KY/NATIONAL PRODUCT ADVERTISING

TERRY LEFFEL

1 (800) 866-2361, ext. 6818

or (859) 276-6818

e-mail: [tleffel@BloodHorse.com](mailto:tleffel@BloodHorse.com)