

THE NUMBERS TELL THE STORY.

The screenshot shows the BloodHorse.com website with a navigation bar at the top containing links like 'Stallion Register', 'TrueNicks', 'Auction Edge', and 'MarketWatch'. Below the navigation is a large banner for 'BloodHorse.com'. The main content area includes a 'Featured Videos' section with a video titled 'Keeneland September Sale: Day 2 Recap' and an 'AUCTION NEWS' section with a video titled 'Keeneland September Sale: Day 1 Recap'. A sidebar on the left lists various channels and services. At the bottom, there are advertisements for 'LANTERN HILL' and 'GAINESWAY'.

THIS PAST YEAR...

- **54 million** web pages were viewed on *BloodHorse.com*
- **12.2 million** people visited *BloodHorse.com*
- **1.7 million** unique visitors came to *BloodHorse.com*
- **318 million** ad impressions were delivered on the pages of *BloodHorse.com*
- **3 million** *Stallion Register* pages were viewed online
- **154,000** unique visitors frequented our online *Stallion Register*

ARE YOU TAKING ADVANTAGE OF OUR REMARKABLE REACH?

YOUR ON-RAMP TO INTERNET MARKETING SUCCESS IN THE THOROUGHBRED INDUSTRY.
To advertise, contact your Blood-Horse advertising executive, or e-mail Advertise@BloodHorse.com.