

BloodHorse.com

Website Traffic Metrics & Audience Demographics

Website Traffic Metrics ¹

Homepage Page Views	1.97 million
Homepage Unique Visitors	168,812
Total Page Views	6.8 million
Total Visitors	1.36 million
Totals Unique Visitors	349,472
Visits Per Unique Visitor	3.89
Page Views/Unique Visitor	19.36
Page Views/Session	4.98
Avg. Session Duration	8 mins 17 secs
Blog Page Views	600,065
Video Views	36,216
Race Replay Views	125,038
Sire Lists Page Views	51,884
Mobile Site Page Views	74,410
Classifieds Page Views	3,810
Stallion Register	
Page Views	254,674
Stallion Register	
Unique Visitors	29,008
Triple Crown Mania	
Page Views	62,201
Facebook Fans	3,224
Twitter Followers	6,087

Audience Demographics ²

Male	52%
Female	48%
Under 20 years	4.2%
20 – 39 years	23.5%
40 – 59 years	54.0%
60 years or older	18.0%
<u>Geographic Make-up</u>	
United States	88%
International	12%
Average Net Worth	\$630,250
Average length of time involved with the industry	16 years
Visitors to BloodHorse.com who visit every day	57%
Visitors to BloodHorse.com who have clicked on an online advertisement	77%

Email Newsletter Audience ³

	<u>Subscribers</u>	<u>Open Rate</u>
BloodHorse.com Daily	20,220	21.0%
Week In Review	23,336	24.9%
Weekly Racing Preview	22,793	26.4%
Weekly Racing Recap	22,472	24.9%
Pedigree Weekly Edition	12,530	29.3%
Special Event Edition (Triple Crown Mania)	20,548	32.4%

¹ – Google Analytics April 2011

² - BloodHorse.com survey September 2010

³ – As of 5.1.2011