

TRADE ZONE

The Blood-Horse 2012 Trade Zone Editorial Planner

A Showcase of Products and Services for the Thoroughbred industry

TradeZone is a monthly advertising feature that gives advertisers a voice. With a quarter-page or larger ad, your company receives a 250-word sidebar to accompany the article.

This health and science focused editorial section runs once each month in special issues that also boast top readership, extra distribution, and timely coverage of the month's most significant Thoroughbred racing, sales and events.

The Blood-Horse is the superior Thoroughbred news magazine that delivers! More than 21,000* subscribers, owners, breeders, trainers and industry enthusiasts from farms, homes and offices around the world anxiously anticipate weekly delivery of *The Blood-Horse*, the International Thoroughbred Breeding and Racing publication.

MONTH	TRADE ZONE TOPIC	SPECIAL FOCUS	ISSUE
January	Breeding	Eclipse Awards	Jan. 28, 2012
February	Science Behind Supplements	Two-Year-Old Sales	Feb. 18, 2012
March	Feeding the "Hot" Performance Horse	Derby Prep Races	Mar. 17, 2012
April	News & Research from AAEP	Triple Crown Preview	Apr. 28, 2012
May	More AAEP Topics	Kentucky Derby/Preakness	May 12, 2012
June	Colic Management & Survival	Belmont Stakes	June 16, 2012
July	EPM Update	Select Summer Sales	July 7, 2012
August	Conditioning Young Horses	Saratoga Sales & Racing	Aug. 4, 2012
September	Underrun Heels (Lameness & Shoeing)	Keeneland Yearling Sales	Sep. 1, 2012
October	Getting the Most Out of Your Feed	Keeneland Racing	Oct. 6, 2012
November	Treating Tendons & Ligaments with R&R	Breeding Stock Sales	Nov. 3, 2012
December	Physical Therapy (Pain & Therapy Equipment)	AAEP Coverage	Dec. 1, 2012
Stallion Register	The Importance of Genetics	#1 Stallion Reference	Dec. 2012

*Average qualified circulation, *The Blood-Horse*: 21,101.



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