

photo: Sarah Andrew



## 2025 MEDIA KIT

**20M+**

Annual Pageviews

**5M+**

Annual Homepage Views

**5M**

Annual Users

**600K+**

Monthly active users

**LEADING**

Thoroughbred Industry Publication for Racehorse Investors



# WHAT IS THE THOROUGHBRED DAILY NEWS (TDN)?

The TDN is the world's most-read and respected publication covering the Thoroughbred industry. The core product, a downloadable daily newspaper, is published 363 days per year, and provides the daily information Thoroughbred racehorse investors need to make informed business decisions about their holdings.



**BEST WISHES**



His Beyer 112 Met Mile?  
Or his 112 Forego?

**Darley**

DOWNLOAD TODAY'S EDITION

PDF Archive

Subscribe

TDNtv

OR FREE!



Stallion Videos

Sire Lists

Menu

Fasig Tipton **DIGITAL**

**December Digital Sale**

EXPAND

## LATEST NEWS



### Classic Causeway Retired to Crestwood Farm

December 11, 2024

Classic Causeway (Giant's Causeway-Private World, by Thunder Gulch), winner of the 2022 GI Caesars Belmont Derby Invitational S, has been ...

### Minnesota Surgery And Sports Medicine Specialist Installed As AAEP President

December 11, 2024

Dr. Tracy Turner, partner in Turner Wilson Equine Consulting in Stillwater, Minnesota, was installed as president of the American Association ...

### U of A Symposium: The Data is Out There. Now the Industry is Reaping its Benefits.

December 10, 2024

Technological changes on the immediate horizon for the racing industry won't be so much of the gee-whiz or sci-fi variety...

### Maycocks Bay Returns a Winner at Fair Grounds

December 10, 2024

Godolphin homebred Maycocks Bay (Speightstown), forced to

**TDN**  
THOROUGHBRED DAILY NEWS  
SUNDAY, NOVEMBER 3, 2024

HIP 319 GSW & MGSP  
**UNCORKED**  
NOW SELLING AT FASIG-TIPTON NIGHT OF THE STARS! ELITE



**SIERRA LEONE 'GUNS' DOWN FIERCENESS IN CLASSIC**

#### TODAY IN THE TDN

REBEL'S ROMANCE REPEATS IN THE TURF

THORPEDO ANNA DOMINATES THE DISTAFF

MORE THAN LOOKS GIVES DEVAUX FIRST BC WIN

THIRD TIME THE CHARM FOR MOIRA IN FM TURF

STRAIGHT NO CHASER ARRIVES LATE IN THE SPRINT

STARLUST COMES FROM WELL BACK IN TURF SPRINT

FULL SERRANO ANOTHER LAST-RACE WINNER FOR HRONIS

SOUL OF AN ANGEL CAUSES UPSET IN FM SPRINT

IN TDN EUROPE

TRIUMPH & DISASTER CONVERGE AT DEL MAR

LAKE FOREST WINS \$510M GOLDEN EAGLE

IT'S **GO** TIME

STILL THE FASTEST BREEDERS' CUP CLASSIC WINNER ON DIRT SINCE GHOSTZAPPER 1:59.57



FIRST 2YOs NEXT YEAR

**KNICKS**

2025 FEE: \$12,500 SAN TAILOR-MADE STALLIONS

photo: Sarah Andrew





# OUR PRODUCTS

The TDN also features an active news site, a podcast channel which includes the industry's most popular podcast (The TDN Writers' Room), push alerts, a video channel, proprietary iOS and Android apps, and research tools. The content is geo-targeted, with users logging on from Europe fed Euro-first content, and Americans receiving American content first. All users have access to all content.



## Top News

Search Top News...



### Classic Causeway Retired to Crestwood Farm

Classic Causeway (Giant's Causeway-Private World, by Thunder Gulch), winner of the 2022 GI Caesars Belmont Derby Invitational S., has been... | Read More |



### Minnesota Surgery And Sports Medicine Specialist Installed As AAEP President

Dr. Tracy Turner, partner in Turner Wilson Equine Consulting in Stillwater, Minnesota, was installed as president of the American Association... | Read More |



### U of A Symposium: The Data is Out There. Now the Industry is Reaping its Benefits.

Technological changes on the immediate horizon for the racing industry won't be so much of the gee-whiz or sci-fi variety... | Read More |



### First Day of Fasig-Tipton's December Digital Sale 'Strong from Start to Finish'

The first session of Fasig-Tipton's December Digital Sale—with more than 670 horses catalogued—closed Tuesday, topped by 2023 Sovereign Award winner... | Read More |



### Maycocks Bay Returns a Winner at Fair Grounds

Godolphin homebred Maycocks Bay (Speightstown), forced to scratch from the Gill Southwest Stakes as the morning-line favorite in February, returned... | Read More |



### Mystik Dan to Parade at Fair Grounds Saturday

Mystik Dan (Goldencents) will be paraded in the Fair Grounds paddock Saturday. Four G Racing, Lance Gasaway, Daniel Hamby, III... | Read More |





# OUR REACH

Read in 235 countries around the world, the TDN reaches 5 million unique users per year, and an inside circle of 22,000 super-users in the Thoroughbred industry who have signed up for a daily email informing them when each night's paper has been posted.

TDN  THOROUGHBRED DAILY NEWS

December 11, 2024

**Click here to download today's edition at [thetdn.com](http://thetdn.com)**



**DECEMBER SALE**  
11 - 12 December

**123** Lots

Featuring  
THE SOUTHERN  
HEMISPHERE  
SESSION

including a  
Breeding Right to  
**HAVANA GREY**

**Tattersalls**  
ONLINE

CATALOGUE ONLINE

IN COLLABORATION WITH  
**Inglis**  
DIGITAL AUS  
[www.tattersallsonline.com](http://www.tattersallsonline.com)



# TESTIMONIALS

“ I look forward to reading the TDN every night to keep up with what’s happened in the world of racing, breeding and the sales that day. The race reports, and the excellent editorials from the staff writers are integral to my business of breeding in both the US and Europe. I use the RESEARCH bar when I’m curious about a certain stallion or a sales archive and I actually study the ads to keep up with stud fees, updates and/or horses added as a supplement to a sale. The TDN is my daily “go-to” for thoroughbred info.

| **Chef Bobby Flay**



“ The TDN is my go-to for up-to-date news. I appreciate the immediate updates on my phone. I love getting the news in real time. I enjoy their honest view of the sport and their willingness to report the story whether it’s good or bad. As someone who is now buying horses all over the world, I need an international paper that tells it like it is.

| **Entrepreneur Mike Repole**



“ I read the TDN as soon as I arrive in the office in the morning. It is a pleasure to read it every day. It is a very enjoyable source of precise information for the Thoroughbred industry around the world. It helps me a lot and I couldn’t do without it.

| **Henri Bozo, Ecurie des Monceaux**



“ The TDN is the go-to source of racing and sales information for our core customers.

| **Boyd Browning, President & Chief Executive Officer, Fasig-Tipton**

“ I read the TDN first thing every morning. I get everything I need to know from all over the world.

| **Trainer Aidan O’Brien**



“ TDN is the undisputed leader of daily bloodstock publications which makes it a can’t-miss when you wish to reach a wide, yet qualified target. The team is also great to deal with: they have an excellent understanding of our needs, regularly come up with innovative offers and are always very responsive to our requests.

| **Olivier Delloye, President, Arqana**

# OUR READERS AND ADVERTISERS

Our super-users include billionaires from all over the world: heads of state, owners of Fortune 500 companies, America's largest landowner, and UHNW individuals from all over the world. And they're not just our readers: they're our advertisers, giving them a connection to the publication that is unheard of at all but a select few publications in the world.



**Peter Brant**, American industrialist and art collector Peter Brant is a daily reader and frequent advertiser.

**John Magnier**, the Irish billionaire with real estate holdings around the world, writes notes in the TDN's margins every day and sends them to his associates. He owns Thoroughbred farms on three continents.



**Gerald and Alain**

**Wertheimer**, the French billionaire owners of Chanel, open the TDN an average of seven times per day, and open virtually every push alert they receive from us.



# AFFLUENT INVESTORS

Our top 10 advertisers include the ruling family of Dubai, the Standard Oil family, billionaires in communications (Excel's **Kenny Troutt**), the family that owned the Pittsburgh Pirates (the **Galbreaths**), **George Soros's** equine operation (SF Bloodstock), and the farm owned by the billionaire founder of Public Storage, the late **B. Wayne Hughes**, whose family now runs the operation.



*Kenny Troutt accepting WinStar's Eclipse Award for Outstanding Breeder, January 28, 2021.*



*Eric Gustavson, B. Wayne Hughes's son-in-law, is the owner of Spendthrift Farm.*

# AMERICAN INDUSTRIALISTS

A younger, robust group of American and international investors interacts daily with the TDN and enjoys being featured in our pages.

**For people who don't own a sports team, a racing stable is the next best thing.**

People like:

- **Jim Bakke, the CEO and owner of Sub-Zero/Wolf.**

- **Energy titan Paul Farr, who is developing a \$130 million complex, Titledown, outside of Lambeau Field. Being featured in the TDN, he said, "made his decade."**

## Peter Brant's Racing Renaissance

Monday, November 19, 2018 at 5:48 pm | [Back to: Shared News, Today's Edition](#)  
*Updated: November 19, 2018 at 5:50 pm*

[Previous Story](#) | [Next Story](#)

By *Chris McGrath*

His father always told him how his were "the first footsteps in the snow." Long days, hard work, crepe paper and cork factories: a classic immigrant tale of New York. But there was an intellectual legacy, too. The man spoke 13 languages. Thirteen! Now Peter Brant is in turn reiterating to the next generation-and he has no fewer than nine children-that wealth alone is no guarantee of fulfillment, that it must be sustained by engagement with the challenges and beauty of a world widened by privilege.



Peter Brant attends the "Warhol" Exhibition Press Conference and Press Preview at Palazzo Reale in Milan, Italy | Getty Images

"I had a father I was very close to, and not a day goes by where I don't think about him," Brant says. "He was a great man. And he always told me that what you have between your ears is all you've got. And never to count on anything other than that, because it will lead to misfortune. And I try to tell the same thing to my kids."

Sure enough, while his twin passions plainly require uncommon funds, both his art collection and his racing stable measure resources of quite another kind, if equally rare. For both answer the same kind of inner need.

## There's No Cooling Off Sub-Zero's Jim Bakke

Tuesday, August 31, 2021 at 11:27 am | [Back to: Shared News](#)

[Previous Story](#) | [Next Story](#)

By *Bill Finley*

Owner Jim Bakke's experience in horse racing has been fairly typical. He started off with a small stable, didn't have much success and waited for his day to come. It looks like he's not going to have to wait any longer.

Along with Gerald Isbister, Bakke is the co-owner of "TDN Rising Star" Jack Christopher (Munnings), a Chad Brown-trained colt who brought down the house Saturday with an 8 3/4-length maiden win at Saratoga. Jack Christopher, who is named for Bakke's six-month-old grandson, will head to the GI Champagne S., which could be a springboard to the GI Breeders' Cup Juvenile. Bakke is also the owner of *Girl With a Dream* (Practical Joke). She broke her maiden impressively on July 24 at Ellis Park and will make her next start in Sunday's GI Spinaway S. for trainer Brad Cox. The hope is that she will earn her way to the GI Breeders' Cup Juvenile Fillies.

Jack Christopher earned a 92 Beyer figure, just one point less than the leader among 2-year-olds, Big City Lights (Mr. Big).



Jim Bakke | Subzero-Wolf

## Major Boost to Farr-Sighted Program

Monday, October 4, 2021 at 11:27 am | [Back to: Shared News](#)  
*Updated: October 4, 2021 at 11:27 am*

[Previous Story](#) | [Next Story](#)

By *Chris McGrath*

It is still relatively early days in his Turf adventure. But no matter how much Paul Farr can build on what is fast becoming a pretty serious commitment, he may never experience a more succinct sample of its ups and downs-and how bewilderingly entwined those tend to be-than his debut involvement in a graded stakes.

That came just a few days ago, in the GIII Iroquois S. at Churchill: the first chance to bank starting points for a certain race staged on the same track next May. Time to start dreaming. Unfortunately Magnolia Midnight (Midnight Storm), a Colonial Downs maiden winner owned in partnership by his Titledown Racing Stables, dropped right out to finish last behind Major General (Constitution). On the other hand, the exciting winner happens to be the first foal out of an unraced daughter of Uncle Mo, No Mo Lemons, Farr had acquired from the estate of the late Gerry Dilger for just \$70,000 at Keeneland last November.



Major General (white bridle, inside) gets up in the Iroquois | Coady



# RACING IS THEIR PASSION

These people have two things in common: **Racing is their passion**, and the TDN helps them to enjoy it—and profit from it. They are entrepreneurs and businesspeople, constantly investing in new projects, **actively engaged in the business of amassing wealth**, and requiring financing.



*"I understand why people spend millions of dollars chasing this dream." Former Philadelphia Phillies outfielder Jayson Werth is a new investor in the sport, winning the 2024 Belmont Stakes with his horse Dornoch.*



## UHNWIs

The TDN's core audience is made up of ultra-high-net worth individuals, like Leucadia Asset Management's **Sol Kumin** (above), who primarily invests in successful horses already racing, purchasing pieces of them to enjoy in partnership groups made up of his friends. Florida Panthers' owner Vinnie Viola and BodyArmor's Mike Repole spend tens of millions in the sport annually.

# ANNUAL METRICS

## AUDIENCE WEB METRICS:

- Annual users: > 4.96 Million
- Daily e-mail subscribers: >22,400
- Daily Average downloads: >7,250
- Daily Average video streams: 30,000
- Homepage videos: 20+ million


## HOW READERS ACCESS THE TDN:

- Desktop: 19%
- Mobile: 77%
- Tablet: 4%

## SOCIAL MEDIA METRICS:

 >58k followers

 >82k followers

 TDN YouTube channel:  
Subscribers: 15,000



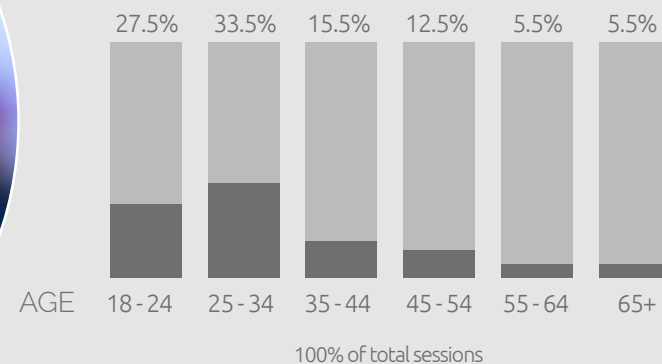
Hockey player Erik Johnson



Theory Founder Andrew Rosen

## DEMOGRAPHICS

45% FEMALE / 55% MALE





# PREMIUM ADVERTISING OPPORTUNITIES

Premium advertising opportunities are sought out by advertisers who want the most exclusive real estate we have to offer. These unique ad spaces have limited availability with only one spot per day.

These ads include the front page masthead, front page 1/6 ad, inside front full page, digital leaderboards and email/interstitial ads.

The first ad you see when you download the PDF is the masthead ad, a 4-inch banner at the top of each day's paper in the upper right corner.



## \$4-MILLION CURLIN-- BEHOLDER COLT LEADS 'MAGICAL NIGHT' IN SARATOGA



Sales-topping hip 165 | Fasig-Tipton

by Jessica Martini & Christina Bossinakis  
SARATOGA SPRINGS, NY - The Fasig-Tipton Saratoga Sale of Selected Yearlings, which looked to have a tough task to live up to its record-smashing 2022 renewal, proved more than equal to that task and, when a fast and frenetic session concluded Tuesday night, the auction had once again set high-water marks for gross and average and tied its record median.

"We have experienced some magical nights in Saratoga in the past and you've heard me talk about the Saratoga magic, but we ain't seen nothing like tonight," a jubilant Fasig-Tipton President Boyd Browning, Jr. said Tuesday night.

Cont. p3

## SAEZ PICKS UP TRAVERS MOUNT ON MAGE

by Bill Finley

Luis Saez will ride **Mage** (Good Mag) in the upcoming GI Travers S., it was announced Tuesday afternoon in a tweet from trainer Gustavo Delgado, Sr.

He replaces Javier Castellano, who won the GI Kentucky Derby aboard the colt and also guided him to a third-place finish in the GI Preakness S. and a runner-up effort in the GI Haskell S. Saez rode Mage to a second-place finish in the GI Florida Derby. Saez opted to ride **Tapit Trice** (Tapit) in the Derby for trainer Todd Pletcher. **Tapit Trice** finished seventh.

Castellano is also the regular rider of **Arcangelo** (Arrogate) and won the GI Belmont S. on that colt for trainer Jena Antonucci. Like Mage, Arcangelo is being pointed to the Aug. 26 Travers.

"We have a tremendous amount of love and respect for Javier and we accomplished together what is a lifetime dream for everybody in racing," said Mage co-owner Ramiro Restrepo. "We are fully cognizant, fully aware of the difficult decision that he was facing when it came to picking between two very talented colts, both winners of American Classic races.

"It is our understanding that there will be a full field in the Travers of 11 or 12 horses. With most of those horses, they have riders spoken for them. We know Javier was having a difficult time choosing between both horses. There's not many jockeys available as the field is starting to take shape. We didn't want to be put in a position where we were left without a top rider if Javier chose otherwise. It was in our best interest to secure a rider who knows the horse and rode him to a great second-place finish in the Florida Derby." **Cont. p17**

## IN TDN EUROPE TODAY

### LISTED DOUBLE FOR REDPENDER-BREDS

Jimmy Murphy's Redpender Stud bred a pair of Deauville listed winners on Sunday. Brian Sheerin finds out more.



The inside front cover (below) is the most premium placement we offer by size and position, appearing on page 2 in that day's downloadable PDF, and as the inside front cover when the TDN is printed at Thoroughbred sales and auctions around the country (approximately 150 days per year in the U.S.)

*Congratulations*  
to our **Champions!**

**THORPEDO ANNA - BC DISTAFF (G1)**  
KY October Yearling Grad  
Owners: Brookdale Racing, Mark Edwards, Judy B. Hicks, & Magdalena Racing (Sherril McPeck)  
Trainer: Kenneth McPeck | Breeder: Judy Hicks  
Consignor: Grovesdale Sales

**SOUL OF AN ANGEL - BC F&M SPRINT (G1)**  
KY October Yearling Grad  
Owners: C2 Racing Stable, Agave Racing Stable, & Ken T. Reimer  
Trainer: Sallie A. Joseph Jr. | Breeder: Westbrook Stables  
Consignor: Westbrook Stables

**STRAIGHT NO CHASER - BC SPRINT (G1)**  
Midlantic May 2YO Grad  
Owner: MyRacehorse | Trainer: Dan Blücher  
Breeder: John Eaton & Steve Layman  
Consignor: Paul Sharp

**SIERRA LEONE - BC CLASSIC (G1)**  
Saratoga Selected Yearling Grad  
Owners: Peter M. Brant, Mrs. John Magner, Michael Taber,  
Derrick Smith, Westenberg, & Brook T. Smith  
Trainer: Chad Brown | Breeder: Debby M. Oxley  
Consignor: Guineasway

Fasig-Tipton  
fasigtipton.com

The 1/6 front page is currently available on Tuesdays.



# TDN VIDEO OPPORTUNITIES

The TDN offers four distinct opportunities for advertisers to play commercials in our content.

## VIDEO PREROLLS ON MAIN VIDEO PLAYER

Our featured video plays prominently on our homepage, and we show over 2 million videos per month. Each video is preceded in a rotation by one of four advertisers' commercials. The spots are 30 seconds, but the user is given a skip option after 12 seconds, giving each advertiser approximately 75,000 views per month, of at least 12 seconds.

**Cost: \$2,750 per month (sold out)**

## FULL COMMERCIAL + BANTER IN TDN WRITERS' ROOM

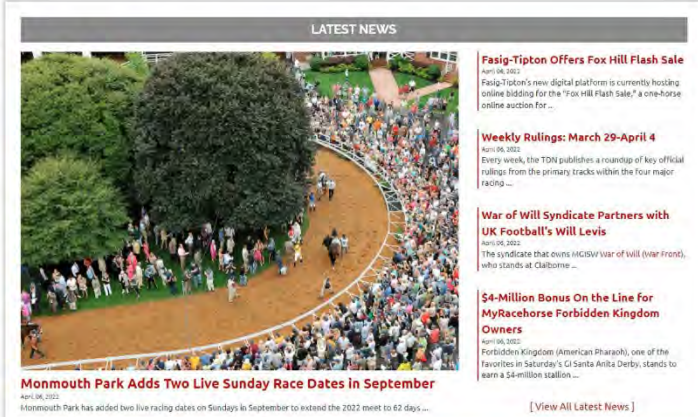
Our most popular video series is the TDN Writers' Room, a weekly round-table show where our writers, along with an industry guest, discuss the week's events. The show is 60-90 minutes long each week, and offers commercial breaks where we roll your full 30-second commercial, and the hosts banter about your product based on notes that you provide. Each week's show gets between 20,000 to 50,000 views, and is also added to our YouTube page, where it gets additional exposure.

**Cost: \$500 per week**

## SPONSORED VIDEO

Show your promotional video on the TDN homepage, where it will receive tens of thousands of views in our sponsored video box.

**Cost: \$1,000 per week or \$2,500 per month**



**LATEST NEWS**

**Monmouth Park Adds Two Live Sunday Race Dates in September**  
Apr 04, 2022  
Monmouth Park has added two live racing dates on Sundays in September to extend the 2022 meet to 62 days ...

**Fasig-Tipton Offers Fox Hill Flash Sale**  
Apr 04, 2022  
Fasig-Tipton's new digital platform is currently hosting online bidding for the "Fox Hill Flash Sale," a one-horse online auction for ...

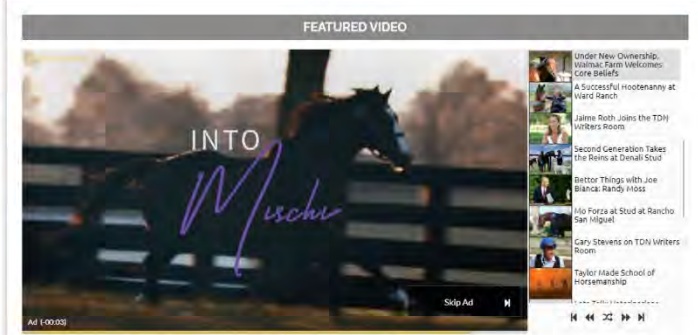
**Weekly Rulings: March 29-April 4**  
Apr 04, 2022  
Every week, the TDN publishes a roundup of key official rulings from the primary tracks within the four major racing ...

**War of Will Syndicate Partners with UK Football's Will Lewis**  
Apr 04, 2022  
The syndicate that owns HIGSV Year of Will (Year Front), who stands at Claiborne ...

**\$4-Million Bonus On the Line for MyRacehorse Forbidden Kingdom Owners**  
Apr 04, 2022  
Forbidden Kingdom (American Pharoah), one of the favorites in Saturday's GI Santa Anita Derby, stands to earn a \$4-million stallion ...

[View All Latest News]

» READ TODAY'S TDN «



**FEATURED VIDEO**

**Under New Ownership, Winnaac Farm Welcomes Core Beliefs**  
A Successful Hootenanny at Ward Ranch

**James Roth Joins the TDN Writers Room**

**Second Generation Takes the Reins at Denali Stud**

**Better Things with Joe Blanco: Randy Hoss**

**Mio Forza at Stud at Rancho San Miguel**

**Caro Stevens on TDN Writers Room**

**Taylor Made School of Horsemanship**

Ad (00:09) Skip Ad

» READ TODAY'S TDN «

## SOCIAL MEDIA

All of our video advertisers have their commercials played on our social media channels.



# BESPOKE VIDEO CONTENT

The TDN also creates bespoke video content for advertisers, which runs as sponsored content in our editorial sections, and which also spends a month on our sponsored video section. Advertisers can tell their story with a three-minute video that blends seamlessly into our content.



# EMAIL & WEBSITE ADVERTISING

## EMAIL & INTERSTITIAL ADS

The email/interstitial ad (below) is contained in each of the 22,000 emails we send out each day, and also displays onscreen while readers wait for their papers to download.

TDN THOROUGHBRED DAILY NEWS  
December 17, 2024

Click here to download today's edition at [thetdn.com](http://thetdn.com)

**Kentucky Winter Mixed**  
FEBRUARY 3-4, 2025 | LEXINGTON, KY

STILL ACCEPTING ENTRIES

ENTER NOW! Fasig-Tipton

Your TDN download has begun.  
If the download does not complete, [click here](#)

**Kentucky Winter Mixed**  
FEBRUARY 3-4, 2025 | LEXINGTON, KY

STILL ACCEPTING ENTRIES

ENTER NOW! Fasig-Tipton

## LEADERBOARD ADS

As the most prominent ad on the TDN homepage, the expandable leaderboard (below) is the first thing people see when they come to the site, offering a large version on first view, and a closed version on subsequent views, as well as a mobile version.

DOWNLOAD TODAY'S EDITION • PDF Archive • Subscribe • Videos • CRIBE TO THE TDN FOR FREE! • Sire Lists • Menu

RANK	SIRE	SWs
1	Into Mischief	28
2	MUNNINGS	18
-	Curlin	18
4	Medaglia d'Oro	16
5	AMERICAN PHAROAH	14
-	Ghostzapper	14
7	UNCLE MO	13
-	Tapit	13

Source: TDN, 12/10/21

LATEST NEWS

DOWNLOAD TODAY'S EDITION • PDF Archive • Subscribe • Videos • CLICK HERE TO SUBSCRIBE TO THE • Sire Lists • Menu

COOLMORE AMERICA **PROVEN SIRE!** CLICK FOR MORE

LATEST NEWS

**Aushorse Releases Investors' Guide**  
Seven-year-old, gelded Preakness winner Aushorse foisted 72 faces worth \$1.5 million of more and prize money across the board has like target ...

## DIGITAL ADS

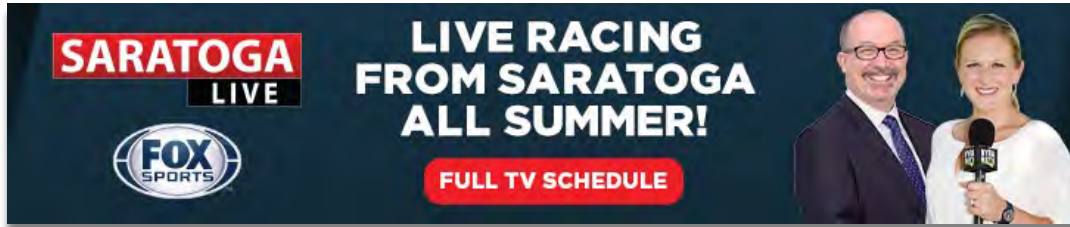
- Every story in the PDF edition of the TDN is also posted on our website.
- These digital stories make up 80% of our overall traffic.
- This year, we will serve 12 million digital story pages.
- Each story features two advertisements from the advertiser.
- That's 24 million digital advertisements.
- A one-fourth share gives you 3 million pageviews or 6 million ad views.

*Most of our entry-level users are drawn in to the TDN through our digital stories. They go on to sign up for the PDF at a rate of six new subscribers per day. Once subscribed, they receive regular emails and push notifications on our app.*

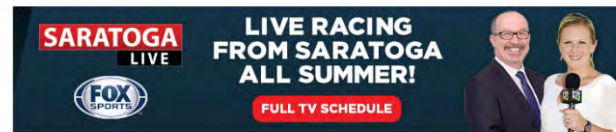
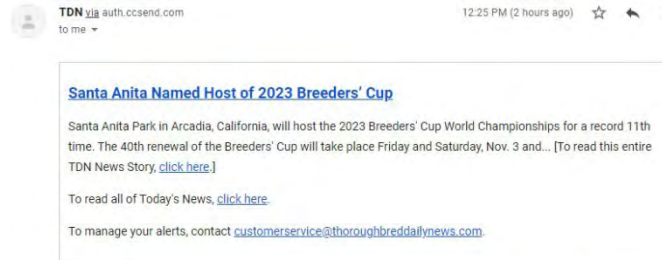
*Continue to the following page for more examples and digital advertising rates*



The digital ads in each story function in tandem, with one vertical ad displayed on the right side of the story, **as seen to the right**, and one horizontal ad displayed three paragraphs into the story, **as seen below**.



- They may be sent as static ads, or animated gifs.
- They are served on a rotation, with each advertiser displayed in the next view in the queue.
- The 728x150 ads are also included in our email blasts of breaking news, **as seen to the right**. We average three e-blasts per day to targeted segments or our overall audience, for an additional 5,000 views per day, or 1.825 million views per year.



Thoroughbred Daily News, 60 Broad St., Red Bank, NJ 07701

[SafeUnsubscribe™ tdnadstaff@gmail.com](mailto:SafeUnsubscribe%3C%3Etdnadstaff@gmail.com)

[Update Profile](#) | [Customer Contact Data Notice](#)

Sent by [tdn@thoroughbreddailynews.com](mailto:tdn@thoroughbreddailynews.com) powered by



For more information on display ads, email [suefinley@thetdn.com](mailto:suefinley@thetdn.com), or contact the advertising staff at [advertising@thetdn.com](mailto:advertising@thetdn.com)

EMAIL & WEBSITE ADVERTISING*	DIMENSIONS (WxH)	GUIDELINES	PRICE
E-MAIL & INTERSTITIAL AD	650px x 475px	JPG or GIF, 72dpi, no bleed	\$450/day
EXPANDABLE LEADERBOARD AD (Displayed on TDN America homepage)	Open: 1170px x 350px Closed: 1170px x 65px Mobile: 600px x 95px	JPG or GIF, 72dpi, no bleed; the sum of all three graphics' file sizes should be less than 5 MB	\$500/day
EXPANDABLE VIDEO LEADERBOARD AD (Displayed on TDN America homepage)	Closed: 1170px x 65px (video will then expand larger)	JPG or GIF, 72dpi; must include Video link (either Vimeo or YouTube)	\$750/day
DIGITAL/ALERT ADS	300px x 600px AND 728px x 150px	JPG or GIF, 72dpi, no bleed	\$2,750/month
STALLION LINKS	---	---	\$600/year per stallion

# DAILY NEWSLETTER ADS

All of our newsletter ads, from full page to 1/16 page, are available within our daily PDF in a horizontal or vertical layout. There's only one ad per page (with limited exceptions for sponsored features). Most ads run on a first-come, first-served basis (first 3-5 pages are often on annual contract), and can be booked as late as the day before the ad is scheduled to run.

See rate card for complete size options, specific dimensions and pricing.

## Medina Spirit cont.

In a very small percentage of cases, the horse in question suffers a rupture of the aorta or other large vessel, which will be evident during the necropsy examination. Once the necropsy examination is complete, the findings will be sent to a panel who will conduct their own post-mortem review of the fatality, looking at the broader circumstances leading up to the catastrophic injury, like the horse's regulatory history. Examples of these review panels' final reports can be read here.

Between 2011 and 2013, seven Bob Baffert trained horses died suddenly during training or racing. A subsequent CHRB report found that Baffert-trained horses during that period were significantly more likely to die from sudden death than non-Baffert trained horses, calling the difference "dramatic." The report noted that the horses had been administered thyroxine—a thyroid hormone used to treat hypothyroid conditions—and that use of thyroxine is "concerning in horses with suspected cardiac failure."

However, because the drug had been administered to all horses in Baffert's care at that time, the use of thyroxine "does not explain why all the fatalities occurred," the report found.

Baffert subsequently explained that he had stopped using the drug.

Predictably, PETA issued a statement Monday lashing out at the sport and urged that Baffert be banned.

"It's premature to say that Medina Spirit died of a heart attack or what the true cause of his fatal collapse was, given that many of trainer Bob Baffert's horses have suddenly dropped dead," the statement read. "Seven of Baffert's horses died mysteriously during a 16-month period that was suspiciously linked to his reckless and routine habit of administering the powerful hormone thyroxine to horses without thyroid conditions. Baffert has continued to be embroiled in drug controversies since then, including when Medina Spirit tested positive for drugs in the Kentucky Derby. All of Medina Spirit's veterinary records must be seized, and a thorough investigation must be conducted. Baffert's attorneys must not be allowed to control the narrative. PETA urges Santa Anita and Del Mar officials to bar Baffert, pending the outcome of an investigation and a necropsy."

Share this story



## Value Sires cont. from p1.

For the vast majority, in numerical terms, the only way from here is down. As such, the covering stats do not augur terribly well for some of those we thought best value. And maddeningly, because these cycles are so self-fufilling, it's hard to turn things round if you do struggle for early traction. A disappointing first book places a tough burden on its graduates to get you over the hump of the intervening couple of crops, which will tend to be smaller yet. So our faith in one or two, while undiminished, may not obviously yield "value" in the shorter term. If fairly priced now, at least measured by your odds of getting a runner, they are probably going to become better value yet during the next year or two.

At the other end of the spectrum, though the most expensive of the intake, Horse of the Year Authentic covered as many as 229 mares—only one fewer than the busiest stallion in the land, Goldencents. (Both, of course, are sons of into Mischief standing alongside their champion sire at Spendthrift.) A number of other

His first crop, standing fourth by earnings, has matched Practical Joke and Connect with five black-type performers (including a GI Adirondack S. runner-up), only from fewer runners. His 19 winners from 57 starters meanwhile represents a similar base ratio, leaving Classic Empire deficient only in the kind of headline acts that so often make or break a young stallion's career. But he might well have found one of those in Rocket Dawg, who started repaying his \$375,000 yearling tag when impressing on debut for Brad Cox at Churchill last month. A couple of days later the \$550,000 2-year-old, Classy Edition, extended her unbeaten start for Todd Pletcher with a second stakes win.

Those were just a couple of late-season straws in the wind. Having excelled both in the ring and on the track, however, they represent a sample of the kind of stock that could quickly turn round the four consecutive fee cuts suffered by their sire. Over the years, the yearling market has acclaimed eventual duds as routinely as it has underrated sires of real potency. And if Classic Empire has so far achieved only a modest commercial yield, then his sliding fee has at least maintained sufficient traffic (321 mares across the last three seasons) to keep him in the game as he starts to draw out some exemplary old-school flavors in his pedigree.

Remember how Classic Empire unsetled his rider leaving the gate in the GI Hopeful S.? The opening was gratefully seized by his future studmate Practical Joke, but it was Classic Empire who regrouped to be champ. Maybe he could yet do something similar now.



Click here to see Classic Empire at Ashford Stud | Coolmore

## VALUE SIRES: FIRST JUVENILES IN '22

Silver: **MO TOWN** (Uncle Mo—Grazie Mille by Bernardini) \$7,500 Ashford

Now here's a guy whose every trajectory is climbing sharply— with the solitary exception of his fee, which is 40% down on his opening \$12,500. Time, in other words, for breeders to catch a rising tide... In 2020, down to \$10,000, he received 108 partners. Last spring, however, came a transformation: encouraged by Uncle Mo's flying start as a sire of sires, no fewer than 204 mares profited from another reduction in his fee (partly, of course, a Covid concession). So whatever Mo Town can do

with his first couple of crops, he is going to be far better placed than most to consolidate.

In the meantime, moreover, Mo Town has made a fine debut at the yearling sales, processing 70 of 78 at an average \$60,250. And his stock is entitled to land running...

Momentum is exactly what Mo Town has now, at a stage in his career when most rivals are nervously treading water.

CHRIS MCGRATH, TDN, Dec. 13th 2021

# MO TOWN

Grade 1 winner by sire of sires **UNCLE MO**

COOLMORE  
AMERICA

Assting Duignan, Donmor Ryan, Charlie O'Connor, Adrian Welton, Robyn Murray or Brian Benjamin | Tel: 800-873-7088 | Email: info@coolmore.com | Web: www.coolmore.com



Behave Virginia | Coady Photography

And that was consistent with the dash Unifed had shown in his own career, despite never making the track himself at two. He landed running with a 99 Beyer, clocked 1:47.14 in the GI Peter Pan, and missed the GI Carter H. by just a neck. And he has the physique and pedigree for his first sophomores to stretch that speed, too.

However, the really staggering advance made by Unifed since this time last year is the performance of his second crop at the yearling sales. He sold 39 out of 40 into the ring, an unbelievable ratio, for an average \$66,846—dizzily multiplying a fee that has, unusually enough, remained constant throughout. Remember that stallions are typically flattered by sales statistics, in that their averages "reward" them for falling to sell their least attractive stock. (Sure, you also have to factor in the occasional ambitious reserve for better models—but the principle stands.) Remember also that almost all stallions absorb considerable erosion in yearling values between their first and second crops, yet Unifed elevated his by almost exactly half from \$43,390. In the meantime, he had already turned round the slide so familiar in a young stallion's books.

y Dixie Union), that could heat if yearlings, now gful gauge of in contrast, has edit on the track ho scored at ave Virginia, ee-for-three ad the

WAR FRONT'S  
AMERICAN DIRT CLASSIC WINNER

# WAR OF WILL

15 SONS OF WAR FRONT AT STUD HAVE Sired OVER 120 STAKES WINNERS INCL.

## 12 G1 WINNERS

STAKE	WINS
DECLARATION OF WAR	7
THE FACTOR	2
WAR COMMAND	2
HIT IT A BOMB	1

FIRST FOALS ARRIVING SOON!

WAR FRONT - VISIONS OF CLARITY (IRE) BY SADDLER'S WELLS

**\$25,000** LFEEN

BERNIE SAHNS (855) 997-2330 | CLAIRBORNEFARM.COM



# SPECIAL EVENT & SALES PRINT DISTRIBUTION

In addition to our daily online newsletter, you'll reach top owners, breeders, bloodstock agents and more through our bonus print distribution at major Thoroughbred horse sales throughout the year, both in America and internationally.

## DISTRIBUTION CALENDAR\*

### JANUARY

- Keeneland January

### MAY

- Arqana May

### JULY

- Fasig-Tipton July

### AUGUST

- Fasig-Tipton Saratoga
- Fasig-Tipton NY Bred
- Arqana August
- Goffs UK Premier Yearling

### SEPTEMBER

- Keeneland September

- Goffs Orby
- Tattersalls Ireland
- Tattersalls Sommerville Yearling

### OCTOBER

- Fasig-Tipton Saratoga Fall
- Fasig-Tipton KY October
- Goffs Orby
- Tattersalls October Yearling

### NOVEMBER

- Fasig-Tipton November
- Keeneland November
- Goffs November
- Tattersalls December Yearling
- Tattersalls December Foals
- Tattersalls December Mares

### DECEMBER

- Arqana Breeding Stock
- Tattersalls December Mares



\*All distribution plans are subject to change.

PUBLICATION (PRINT)	DIMENSIONS (WxH)	GUIDELINES	DAILY RATE	CONTRACT	REGIONAL*	
<b>FULL PAGE</b>	8.5" x 11" (US Letter)	PDF file, no bleed, file size under 750 kb	<b>Inside Front Cover (IFC)</b>	\$1,800	\$1,710	\$900
			<b>Standard Full Page</b>	\$1,450	\$1,375	\$775
			<b>Stallion stud fees \$9,999 and less</b>	\$750	---	---
			<b>Stallion stud fees \$5,000 and less, Real Estate; Products/services</b>	\$400	---	---
<b>PAGE 1 – 1/6 PAGE</b> <i>Limited availability</i>	Vertical: 3.85" x 3.75" OR Horizontal: 7.9" x 1.87"	JPG, RGB, 300dpi, no bleed	\$925	\$48,100/year (52x)	---	
<b>1/2 PAGE</b>	Vertical: 3.85" x 9.9" OR Horizontal: 7.9" x 5"	JPG, RGB, 300dpi, no bleed	\$1,150	\$1,090	\$575	
<b>1/3 PAGE</b>	Vertical: 3.85" x 7.32" OR Horizontal: 7.9" x 3.75"	JPG, RGB, 300dpi, no bleed	\$1,015	\$915	\$510	
<b>1/4 PAGE</b>	Vertical: 3.85" x 4.75" OR Horizontal: 7.9" x 2.5"	JPG, RGB, 300dpi, no bleed	\$875	\$830	\$437.50	
<b>1/6 PAGE</b>	Vertical: 3.85" x 3.75" OR Horizontal: 7.9" x 1.87"	JPG, RGB, 300dpi, no bleed	\$765	\$725	\$385	
<b>1/8 PAGE</b>	Vertical: 3.85" x 2.5" OR Horizontal: 7.9" x 1.25"	JPG, RGB, 300dpi, no bleed	\$650	\$620	\$325	
<b>1/16 PAGE</b>	3.85" x 1.25"	JPG, RGB, 300dpi, no bleed	\$350	\$350	\$350	
<b>MASTHEAD AD (top of page 1 next to the TDN Logo)</b>	4" x 1"	JPG, RGB, 300dpi, no bleed	\$400	\$400	\$400	
<b>TODAY IN THE TDN AD (page 2)</b>	5.4" x 1.8"	JPG, RGB, 300dpi, no bleed	\$400 (1-9X); \$300 (10-19X); \$200 (20+X)	---	---	
<b>HELP WANTED ADS</b> <i>Incl. 30-day listing on the <a href="#">TDN Careers Page</a></i>	Any size up to 7.5" x 6.25" – Displayed within our full page	JPG, RGB, 300dpi, no bleed	\$400 (1X); \$350 (2X or more)	---	---	
<b>BULLET ADS (race results only)</b>	3.85" x 0.2"	JPG, RGB, 300 dpi, no bleed	\$110 per ad	12 for \$1,100	---	

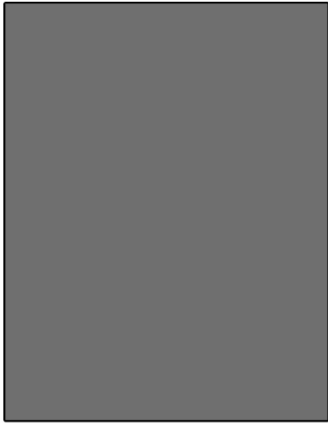
\* Regional rate valid only for Sales consignments (excluding sales in Kentucky and the FT Saratoga Select), training centers, products & services and ads for North American stallions standing outside Kentucky.

\*\* Credit Card payments are subject to a 3.00% processing fee. Balances paid by Credit Card that are over 89 days past due will incur a 3.25% processing fee. Please note, when paying by Credit Card, oldest invoices must be settled first.

\*\*\* A \$250 design fee will be charged for any ads or graphics produced by TDN designers, but not published in the TDN.

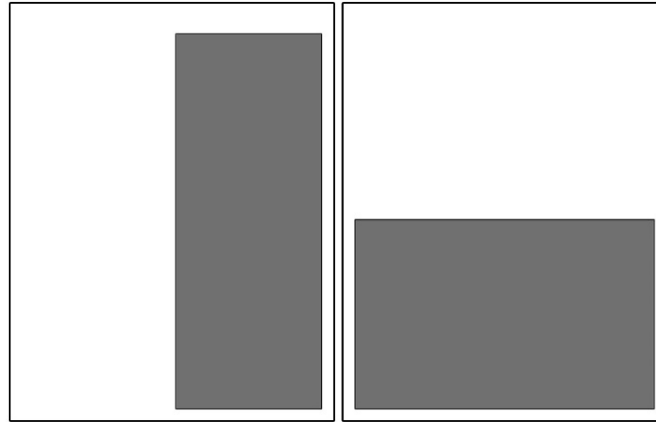


## FULL PAGE



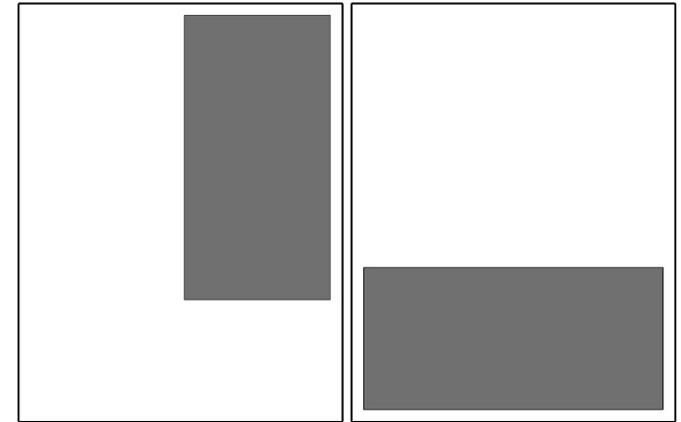
8.5" x 11" (US Letter)  
PDF file, no bleed,  
file size **under 750 kb**

## 1/2 PAGE



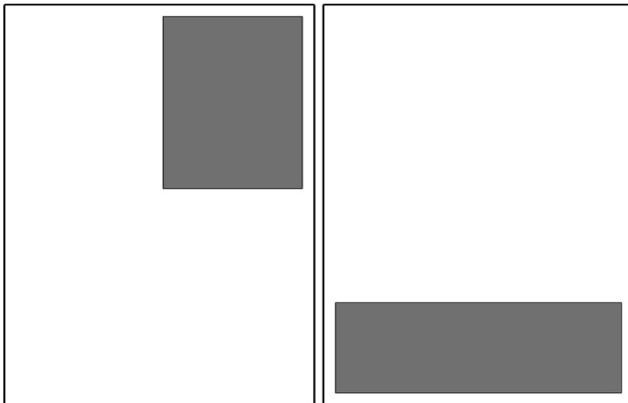
**Vertical:** 3.85" x 9.9"      **Horizontal:** 7.9" x 5"  
JPG, RGB, 300dpi, no bleed

## 1/3 PAGE



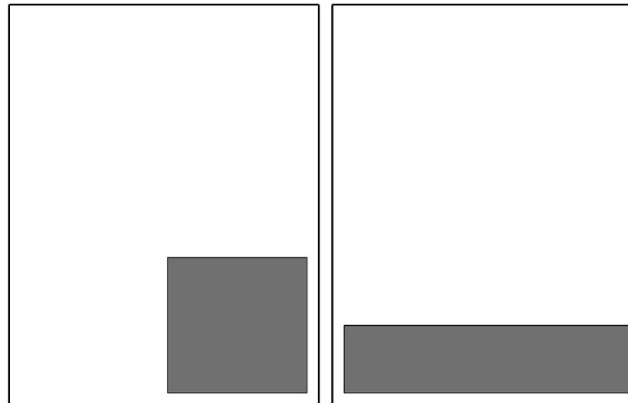
**Vertical:** 3.85" x 7.32"      **Horizontal:** 7.9" x 3.75"  
JPG, RGB, 300dpi, no bleed

## 1/4 PAGE



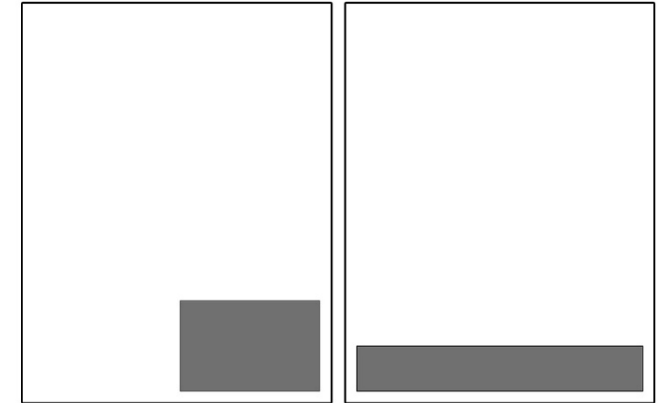
**Vertical:** 3.85" x 4.75"      **Horizontal:** 7.9" x 2.5"  
JPG, RGB, 300dpi, no bleed

## 1/6 PAGE



**Vertical:** 3.85" x 3.75"      **Horizontal:** 7.9" x 1.87"  
JPG, RGB, 300dpi, no bleed

## 1/8 PAGE



**Vertical:** 3.85" x 2.5"      **Horizontal:** 7.9" x 1.25"  
JPG, RGB, 300dpi, no bleed



# 2025 VOLUME DISCOUNTS

Volume discounts for \$25,000+ annual spend. 2025 discounted rates are based on 2024 total spend.

	1/8 PAGE	1/6 PAGE	1/4 PAGE	1/2 PAGE	FULL PAGE (STANDARD)	FULL PAGE (INSIDE FRONT)
<b>Standard rates</b>	\$650	\$765	\$875	\$1,150	\$1,450	\$1,800
<b>Contract rates</b> <b>\$25,000/year spend</b> <i>(5% off base rate)</i>	\$620	\$725	\$830	\$1,090	\$1,375	\$1,710
<b>\$75,000+/year spend</b> <i>(10% off base rate)</i>	\$585	\$690	\$790	\$1035	\$1,305	\$1,620
<b>\$150,000+/year spend</b> <i>(15% off base rate)</i>	\$555	\$650	\$745	\$980	\$1,230	\$1,530
<b>\$225,000+/year spend</b> <i>(20% off base rate)</i>	\$520	\$610	\$700	\$920	\$1,160	\$1,440
<b>\$300,000+/year spend</b> <i>(27.5% off base rate)</i>	\$470	\$555	\$635	\$835	\$1,050	\$1,305
<b>\$375,000+/year spend</b> <i>(35% off base rate)</i>	\$425	\$495	\$570	\$750	\$940	\$1,170
<b>\$450,000+/year spend</b> <i>(40% off base rate)</i>	\$390	\$460	\$525	\$690	\$870	\$1,080

**Unique spaces not subject to discount:**

- Page 1 ad (1/6 page) - 52x on a fixed day (1 per week) - \$48,100 per year / \$925 per day
- Leaderboard ad on homepage - \$500 per day
- E-mail/Interstitial ads - \$450 per day
- Stallion Links - \$600 per stallion, per year
- \$750 full pages for sires standing for \$9,999 and under
- \$400 full pages for sires standing for \$5,000 and under
- \$400 Headline News masthead ads
- Digital/Alert ads - \$2,750/month
- Bullet ads - \$110 each or 12 for \$1,100



# 2025 RATE CARD: TDN EUROPE/INTERNATIONAL

The TDN is geo-located so that our subscribers in Europe, Asia, Australia, Africa & South America are served the international news first, followed by the American section, making it a true international paper for the top farms, owners, agents and buyers worldwide.

PUBLICATION (PRINT)	DIMENSIONS (WxH)	GUIDELINES	RATE \$	RATE £*	RATE €*
<b>PAGE 1 – 1/6 PAGE</b> <i>Annual contract, once a week for 52 weeks</i>	Vertical: 3.85" x 3.75" OR Horizontal: 7.9" x 1.87"	JPG, RGB, 300dpi, no bleed	\$12,000	£9,315*	€11,184*
<b>FULL PAGE (Inside Front Cover)</b>	8.5" x 11" (US Letter)	PDF, 300dpi, no bleed, file size under 750 kb	\$900	£699*	€839*
<b>FULL PAGE (Standard)</b>	8.5" x 11" (US Letter)	PDF, 300dpi, no bleed, file size under 750 kb	\$750	£582*	€699*
<b>1/2 PAGE</b>	Vertical: 3.85" x 9.9" OR Horizontal: 7.9" x 5"	JPG, RGB, 300dpi, no bleed	\$600	£466*	€559*
<b>1/4 PAGE</b>	Vertical: 3.85" x 4.75" OR Horizontal: 7.9" x 2.5"	JPG, RGB, 300dpi, no bleed	\$350	£272*	€326*
<b>1/6 PAGE</b>	Vertical: 3.85" x 3.75" OR Horizontal: 7.9" x 1.87"	JPG, RGB, 300dpi, no bleed	\$300	£233*	€280*
<b>HELP WANTED ADS</b> <i>Includes 30-day listing on the TDN Careers Page</i>	Any size up to 7.5" x 6.25" – Displayed within our full page TDN Careers page template	JPG, RGB, 300dpi, no bleed	\$400 (1X); \$350 (2X or more)	£311*	€373*
<b>BULLET ADS (race results only)</b>	3.85" x 0.2"	JPG, RGB, 300 dpi, no bleed	\$110 per ad, or 12 for \$1,100	£86 per ad*	€103 per ad*

DIGITAL /WEBSITE ADVERTISING	DIMENSIONS (WxH)	GUIDELINES	RATES
<b>EURO EXPANDABLE LEADERBOARD AD</b> (Displayed on TDN Euro homepage)	<b>3 graphics needed:</b> Open: 1170px x 350px Closed: 1170px x 65px AND Mobile: 600px x 95px	JPG or GIF, 72dpi, no bleed; the sum of all three graphics' file sizes should be less than 5 MB	\$10,000/year or \$200/day
<b>EURO DIGITAL/ALERT ADS</b>	300px x 600px AND 728px x 150px	JPG or GIF, 72dpi, no bleed	\$12,000/year or \$1,000/month

\*Sterling and Euro comparisons as of 6 November, 2024. To check current exchange, go to <https://www.xe.com/>

# GET IN TOUCH

## CONTACT

### Publisher & CEO:

Sue Finley  
[suefinley@thetdn.com](mailto:suefinley@thetdn.com)

### Senior Vice President:

Gary King  
[garyking@thetdn.com](mailto:garyking@thetdn.com)

### Director of Advertising:

Alycia Borer  
[tdnadstaff@gmail.com](mailto:tdnadstaff@gmail.com)



60 Broad Street, Suite 105 | Red Bank, NJ 07701  
Phone 732-747-8060

[www.thoroughbreddailynews.com](http://www.thoroughbreddailynews.com)  
[www.thetdn.com](http://www.thetdn.com)



Gary Barber, former  
Chairman and CEO, MGM  
with Tyler Gaffalione  
*photo: Horsephotos*