

# MID-ATLANTIC Thoroughbred



THE THOROUGHBRED BIBLE  
OF THE MID-ATLANTIC REGION

## THE THOROUGHBRED BIBLE OF THE MID-ATLANTIC Advertisers and readers agree

“As a reader, I find myself eagerly awaiting the arrival of the *Mid-Atlantic Thoroughbred*. Its coverage of the region is unequalled in the industry, and it offers unique insights into the issues faced by tracks, horsemen and breeders. As an advertiser, we believe the *Mid-Atlantic Thoroughbred* is the single best means of reaching our most important market, the Mid-Atlantic region.”

**JOSEPH P. (JOSH) PONS JR.**  
CO-OWNER-MGR., COUNTRY LIFE FARM  
PAST PRESIDENT, MARYLAND HORSE BREEDERS ASSOCIATION

“There is no racing publication I enjoy reading more than the *Mid-Atlantic Thoroughbred*. It covers all the bases in the region when it comes to Thoroughbred racing. And it's enjoyable to read and full of information.”

**KING T. LEATHERBURY**  
LEADING TRAINER, WITH MORE THAN 5,000 WINS  
BREEDER AND PAST PRESIDENT OF MHBA

“People read *Mid-Atlantic Thoroughbred*. I know because of the response we get to our advertising. If readers rely on a magazine, they rely on its advertising. This magazine is perfect for this region. Horsemen look forward to its arrival because not only is it professionally written, entertaining and full of useful information, but it simply pertains more to their business than any other publication.”

**MARK DEANE**  
FIELD DIRECTOR, VTA; FORMER MANAGER OF BLUE RIDGE FARM, VA

“In my mind, *Mid-Atlantic Thoroughbred* is a top regional publication. It fills the void left by the nationals, whose news often has little or no bearing on what's going on in our area, and whose advertisers are located too far away for practical business dealings. Pennsylvania Horse Breeders Association provides all its members with a subscription to *Mid-Atlantic Thoroughbred*. We utilize the magazine as a vehicle for our newsletter, and participate frequently on editorial and statistical reviews and features of happenings in the Mid-Atlantic region. I am convinced the magazine supplies our area with the news necessary to those involved with Thoroughbreds, and heartily endorse it.”

**MARK A. MCDERMOTT**  
EXECUTIVE SECRETARY, PHBA

“This magazine focuses on a Thoroughbred industry which knows no state boundaries. It has a huge fill-in advantage, keeping readers informed about their own state and the surrounding region.”

**RODGER LEGG**  
PENNSYLVANIA BREEDER; HEAD OF DELAWARE HORSEMEN'S GROUP

“I think this is a great publication. It serves a purpose, is reputable for the region, and horsemen find it tremendously useful. *Mid-Atlantic Thoroughbred* fills a big void.”

**MICHAEL MOTION**  
RESPECTED VIRGINIA HORSEMAN, BREEDER, TRAINER AND MANAGER

# MID-ATLANTIC Thoroughbred

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## MID-ATLANTIC THOROUGHBRED—YOUR WINDOW ON THE REGION

### TARGET MARKETING IS THE KEY TO SUCCESS



The seven-state Mid-Atlantic region encompasses a contiguous market for Thoroughbred racing and breeding. This regional market includes nearly 100,000 Thoroughbred horses, over a thousand breeding farms, nearly a thousand stallions, major tracks with Thoroughbred pari-mutuel racing days, and countless point-to-point steeplechasing sites.

That this vibrant regional market crosses and overlaps state borders is borne out both by the annual movement of broodmares to stallions within these states and by the almost-daily movement of race horses from tracks in one state to those in another.

## Mid-Atlantic Thoroughbred

This is a magazine created expressly to work with each state to raise its profile and to promote the region. The editorial coverage is focused entirely on Thoroughbred racing and breeding. In addition to serving regional breeders and horsemen, the goal of *Mid-Atlantic Thoroughbred* is to enable the industry in these seven states to define, promote and market itself within the region, the nation and the world. The approach is not to de-emphasize the individual states, but to enhance their collective image.

## REACH EVERY OWNER, BREEDER AND TRAINER IN THE REGION

Our circulation of more than 10,000 includes the members of state breed associations in all seven states, every owner and trainer licensed by state racing commissions in Delaware, Maryland, New Jersey, Pennsylvania, Virginia and West Virginia, and the entire membership of the National Steeplechase Association.

Paid and/or requested	5,600
Controlled	4,400
Total	10,000

No other single Thoroughbred publication reaches as many owners, breeders and trainers in the Mid-Atlantic region.

*Thoroughbred Times*: 3,116

*The Blood-Horse*: 3,427

MID-ATLANTIC THOROUGHBRED: 10,000

WHAT IS GOOD TARGET MARKETING?  
THOROUGH MARKET PENETRATION

# MID-ATLANTIC Thoroughbred

The leading source for coverage of Thoroughbred racing's most dynamic region

Our readers view *Mid-Atlantic Thoroughbred* as THEIR magazine, THEIR voice, and THEIR most important source of information.

That makes us an EXCELLENT MEDIUM for advertisers promoting goods and services in the industry.

Since our inaugural issue in 1991, *Mid-Atlantic Thoroughbred* has emerged as the most widely read source of Thoroughbred racing and breeding information for Mid-Atlantic horsepeople. Our informative feature articles, columns and news coverage combined with national award-winning photos and graphic design, have earned us a large and loyal following. Editorial focus is devoted exclusively to Thoroughbred racing and breeding in the Mid-Atlantic region. Our national award-winning editorial content is produced by a stable full of the finest writers the industry has to offer.

*Mid-Atlantic Thoroughbred* readers study, consult, rely on and prefer *Mid-Atlantic Thoroughbred*.

**More information.**

**More news.**

**More influence.**

That's what pulls potential buyers of your products and services into our pages — and into your ad message.

Number of pages published annually: 1,480

If your market is the Mid-Atlantic, *Mid-Atlantic Thoroughbred* is where you want to be.

The most regionally-oriented, cost effective magazine available. By focusing on the Mid-Atlantic region, *Mid-Atlantic Thoroughbred* delivers your sales message directly to the key people who have an interest in your horses and horse products. Regional advertisers agree *Mid-Atlantic Thoroughbred* is the best way to sell to Thoroughbred owners, breeders and trainers in the region.

Total Advertising Pages: 425 annually

Reach three times more regional readers than any national publication at a fraction of the cost: \$600 per page (\$60 per M)

### EDITORIAL CALENDAR

**MONTHLY FEATURES:** Racing Calendar, Pedigree, Health and Steeplechase Columns, Around the Ovals Mid-Atlantic Report, Stallion News, Stallion Rankings, Classifieds and individual state breed organization newsletters from Maryland, New Jersey, Pennsylvania and West Virginia. Other regular features are guest commentaries as Penpoints, occasional Internet Columns, Letters to the Editor, In Memorium and Newsmakers.

Four important **ANNUAL REFERENCE GUIDES** are included in 12 monthly issues:

**December** ..... Stallion Directory

**March** ..... Statistical Review

**April** ..... Auction Review

**September** ..... Maryland Million Preview Guide