

INSIDERACING

2008 VICTORIAN RACING INDUSTRY OFFICIAL PUBLICATION

YOUR CUSTOMERS ARE WAITING!

Inside Racing is the Victorian Racing Industry's official monthly publication. Each edition includes the latest news, information, calendar programs and feature articles on racing in Victoria and Australia. Inside Racing includes comprehensive and informative coverage on a variety of issues including horse health and welfare, racing carnivals, events, promotions and key personalities.

Estimated monthly readership is 12,000 per month.

Advertising in Inside Racing gives your business access to Thoroughbred Racing's major decision makers and key groups including:

- Trainers ■ Jockeys ■ Administrators
- Owners ■ Breeders ■ Horseracing enthusiasts

SUBSCRIBER PROFILE

Our targeted readership ensures that advertisers gain direct access to the people in racing who matter. The key feature of the annual subscriber base profile is they are predominantly high net worth males who live within the Melbourne metropolitan area.



| | Inside Racing | General Population |
|-----------------------------|---------------|--------------------|
| GENDER | | |
| Male | 70% | 49% |
| Female | 11% | 51% |
| AGE BRACKET | | |
| Over 65 | 34% | 26% |
| 55-65 yrs old | 12% | 9% |
| 45-54 yrs old | 22% | 16% |
| 35-44 yrs old | 17% | 19% |
| 25-34 yrs old | 12% | 17% |
| 18-24 yrs old | 1% | 7% |
| AREA RESIDE IN | | |
| Metro | 60% | 64% |
| Inner Regional | 30% | 19% |
| Outer Regional | 4% | 8% |
| Unclassified | 4% | 5% |
| ESTIMATED HOME VALUE | | |
| \$1 - \$150k | 2% | 2% |
| \$150k - \$250k | 23% | 18% |
| \$250k - \$350k | 20% | 30% |
| \$350k - 500k | 26% | 26% |
| \$500k - \$750k | 14% | 13% |
| \$750k - \$999k | 4% | 3% |
| More than \$1 million | 5% | 2% |
| Unclassified | 2% | 2% |

| | Inside Racing | General Population |
|-------------------------|---------------|--------------------|
| HOUSEHOLD INCOME | | |
| Negative | 7% | 4% |
| Less than \$26,000 | 4% | 13% |
| \$26,000 - \$41,599 | 14% | 17% |
| \$41,600 - \$62,399 | 16% | 16% |
| \$62,400 - \$103,999 | 41% | 36% |
| \$104,000 plus | 14% | 7% |
| Unclassified | 1% | 4% |
| NET WORTH | | |
| Less than \$100,000 | 2% | 4% |
| \$100,000 - \$150,000 | 9% | 11% |
| \$150,000 - \$200,000 | 13% | 18% |
| \$200,000 - \$250,000 | 24% | 26% |
| \$250,000 - \$300,000 | 16% | 14% |
| More than \$300,000 | 33% | 20% |
| Unclassified | 0% | 2% |

TO ADVERTISE IN INSIDE RACING, CONTACT:

Sarah Peatling

Ph: 03 9258 4692 Mob: 0415 483 750

Fax: 03 9258 4707

Email: s.peatling@racingvictoria.net.au



ARTWORK SPECIFICATIONS



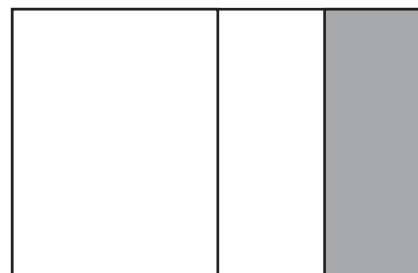
DOUBLE PAGE SPREAD

| | | |
|------------|-------|-------|
| Bleed area | 440mm | 317mm |
| Trim area | 420mm | 297mm |
| Type area | 400mm | 257mm |



FULL PAGE

| | | |
|------------|-------|-------|
| Bleed area | 230mm | 317mm |
| Trim area | 210mm | 297mm |
| Type area | 190mm | 257mm |



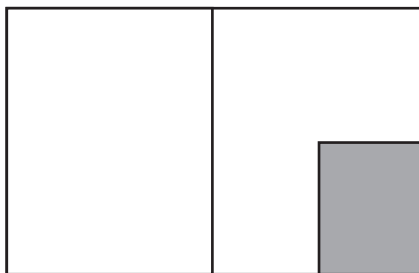
½ PAGE – VERTICAL

| | | |
|------------|-------|-------|
| Bleed area | 120mm | 317mm |
| Trim area | 100mm | 297mm |
| Type area | 80mm | 257mm |



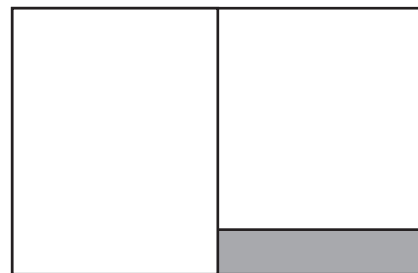
½ PAGE – HORIZONTAL

| | | |
|------------|-------|-------|
| Bleed area | 230mm | 165mm |
| Trim area | 210mm | 145mm |
| Type area | 190mm | 110mm |



¼ PAGE – VERTICAL

| | | |
|------------|-------|-------|
| Bleed area | 120mm | 167mm |
| Trim area | 100mm | 147mm |
| Type area | 80mm | 110mm |



STRIP

| | | |
|-----------|-------|------|
| Trim area | 185mm | 40mm |
|-----------|-------|------|

Files should be provided as press quality PDF files. Please note, all important type, logos and pictures should remain within the "Type Area" indicated above

RATES 2008 (rates exclude GST)

COLOUR

| PREMIUM POSITIONS | CASUAL | 6 MONTHS (20% DISCOUNT) |
|---------------------------|---------|----------------------------|
| Inside Front Cover Spread | \$3,600 | \$2,880 |
| Outside Back Cover | \$3,100 | \$2,480 |
| Inside Back Cover | \$2,080 | \$1,660 |
| Single Full Page | \$2,280 | \$1,820 |

| STANDARD POSITIONS | CASUAL | 6 MONTHS (20% DISCOUNT) |
|------------------------------|---------|----------------------------|
| Double Page Spread | \$3,100 | \$2,480 |
| Full Page | \$1,760 | \$1,410 |
| Half Page | \$930 | \$740 |
| Quarter Page (vertical only) | \$460 | \$370 |
| Strip (horizontal) | \$460 | \$370 |

BLACK & WHITE

| | CASUAL | 6 MONTHS (20% DISCOUNT) |
|------------------------|---------|----------------------------|
| Full Page | \$1,040 | \$830 |
| Half Page | \$620 | \$500 |
| Quarter Page | \$460 | \$370 |
| Strip (4cm) | \$260 | \$210 |
| Strip Vertical (6.5cm) | \$460 | \$370 |

INSERTS

| | |
|--------------|---------|
| Inserts from | \$1,250 |
|--------------|---------|

DEADLINES

2008

| ISSUE | BOOKING & MATERIAL | MAILING |
|-----------|--------------------|------------|
| September | Tues 29 July | Wed 27 Aug |
| October | Mon 1 Sep | Fri 26 Sep |
| November | Mon 29 Sep | Wed 29 Oct |
| December | Mon 27 Oct | Wed 26 Nov |

2009

| | | |
|----------|------------|------------|
| January | Fri 21 Nov | Tue 23 Dec |
| February | Mon 29 Dec | Wed 28 Jan |
| March | Tue 27 Jan | Wed 25 Feb |
| April | Tue 24 Feb | Fri 27 Mar |
| May | Fri 27 Mar | Tue 28 Apr |
| June | Mon 27 Apr | Wed 27 May |
| July | Tue 26 May | Fri 26 Jun |

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Racing Victoria Limited
www.racingvictoria.net.au

BOOKING FORM

| | |
|---|--|
| Company: | |
| Contact: | |
| Address: | |
| Phone: | |
| Fax: | |
| E-Mail: | |
| Mobile: | |
| Billing Address: (if different) | |

PLEASE NOTE: A CREDIT APPLICATION FORM MUST BE FILLED OUT FOR ALL NEW ADVERTISERS

| Publication | Month | Size | Position | Material Deadline | Artwork Deadline | Artwork Supplied | Artwork Charge | Price | Inc GST |
|-------------|-------|------|----------|-------------------|------------------|--|--|-------|---------|
| | | | | | | <input type="checkbox"/> Yes <input type="checkbox"/> No | <input type="checkbox"/> Yes <input type="checkbox"/> No | \$ | \$ |
| | | | | | | <input type="checkbox"/> Yes <input type="checkbox"/> No | <input type="checkbox"/> Yes <input type="checkbox"/> No | \$ | \$ |
| | | | | | | <input type="checkbox"/> Yes <input type="checkbox"/> No | <input type="checkbox"/> Yes <input type="checkbox"/> No | \$ | \$ |
| | | | | | | <input type="checkbox"/> Yes <input type="checkbox"/> No | <input type="checkbox"/> Yes <input type="checkbox"/> No | \$ | \$ |
| | | | | | | <input type="checkbox"/> Yes <input type="checkbox"/> No | <input type="checkbox"/> Yes <input type="checkbox"/> No | \$ | \$ |
| | | | | | | <input type="checkbox"/> Yes <input type="checkbox"/> No | <input type="checkbox"/> Yes <input type="checkbox"/> No | \$ | \$ |

TOTAL \$ \$

PLEASE CONFIRM ADVERTISING BOOKING BELOW:

| | | | |
|--------------------------|--|---------------------------|--|
| Client Name: | | RVL Rep Name: | |
| Client Signature: | | RVL Rep Signature: | |
| Date: | | Date: | |



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