

# CANADIAN Thoroughbred

## 2013 Editorial Schedule

### February

**Theme:** Farming & Breeding Management  
**Booking & Material Deadline:** December 21, 2012

### March

**Theme:** Health & Nutrition  
**Booking & Material Deadline:** January 30, 2013

### April

**Theme:** CTHS Annual Statistical Review  
**Booking & Material Deadline:** March 1, 2013

### May

**Theme:** Sovereign Awards  
**Booking & Material Deadline:** April 5, 2013

### June/July

**Theme:** Queen's Plate Preview  
**Booking & Material Deadline:** May 8, 2013

### August/September

**Theme:** Major Race Coverage, Sale Previews  
**Booking & Material Deadline:** July 12, 2013

### October/November

**Theme:** Major Race Coverage, Sale Results  
**Booking & Material Deadline:** September 6, 2013

### December/January

**Theme:** Annual Sire Book \*Year Round Readership\*  
**Booking & Material Deadline:**  
Pedigree & Display Pages: November 13, 2013

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**Mission:** *Canadian Thoroughbred* is the leading Canadian magazine for breeders, owners, trainers and farm managers who make Thoroughbred racing their business. It is the only national source for racing statistics, racing and breeding updates, sales results, provincial reviews, and reports on events and people that influence racing across the country.

**Frequency:** 8 issues per year

**READERSHIP:** 10 000

**Reader Demographic:**

The average *Canadian Thoroughbred* reader:

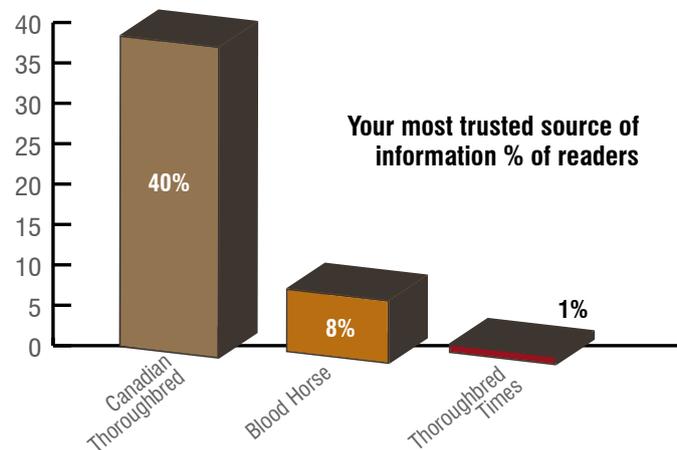
Female – 66%

Owens their own property – 65%

Income >\$50,000/year – 70%

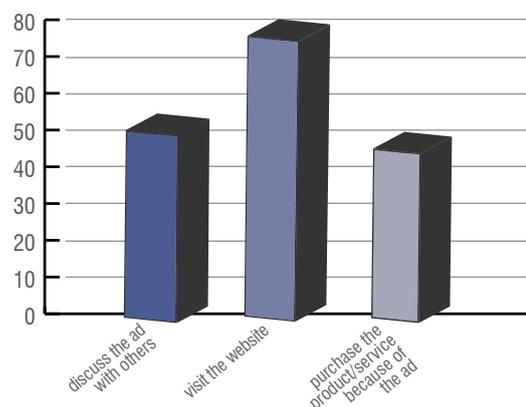
Some secondary education – 79%

**When looking for Canadian racing information, our readers choose *Canadian Thoroughbred* more than any other source.**



**84% of *Canadian Thoroughbred* readers take action when they read ads in the magazine.**

**% of readers who take action**



#### Did you know...

- Investment in the Canadian horse industry is valued at over \$29 Billion
  - Horse owners in Canada spend \$1.6 Billion each year on products and services
  - The industry contributes over \$19 Billion annually to the Canadian economy
- \*2010 Canadian Horse Industry Profile Study, Equine Canada

#### Each Year

Almost \$94 million is spent on feed supplements, over \$98 million on grooming and care products, and over \$125 million on tack and horse-related equipment. HPG can take your message into this lucrative market. In print or on-line, we will deliver your message across the country.