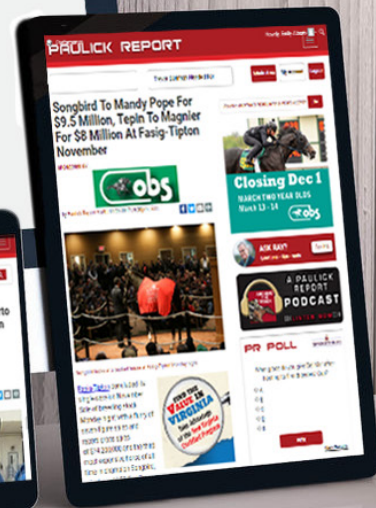
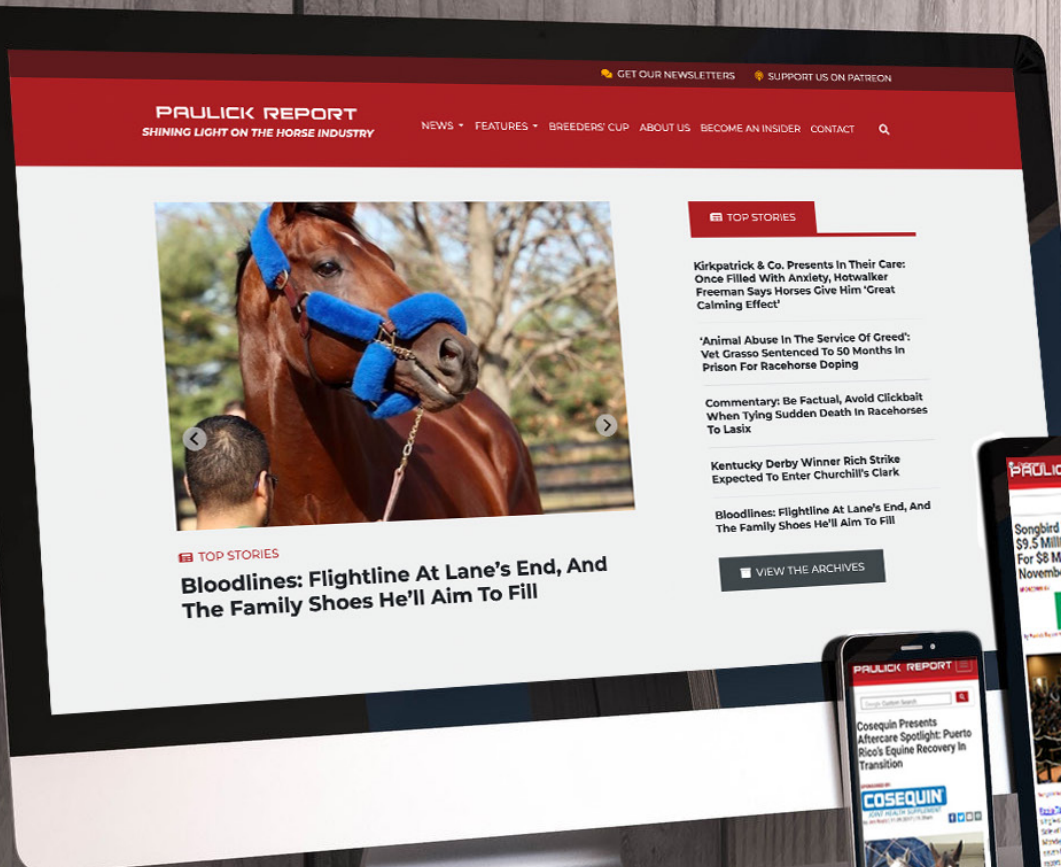


PAULICK REPORT

SHINING LIGHT ON
THE HORSE INDUSTRY

Your trusted,
independent source for
racing and breeding news,
opinion and analysis.



**Award winning
news coverage**

TOTAL REACH
390,000
Monthly unique visitors

1.4-Million
Monthly Page Views

18,200
Morning Headlines
Email Subscribers
42% Open Rate • 13% Click Rate

38,162
Facebook Likes

47,185
Twitter Followers
Ray - 37,300
Paulick Report - 9,885

21,100
Instagram Followers

• Metrics from 1/1/22 - 10/31/22 Google Analytics and Constant Contact

PAULICK REPORT

SHINING LIGHT ON THE HORSE INDUSTRY

READER PROFILE

OVERVIEW

- 59 years old, male
- Been in the industry 23+ years
- Own an average of 16 horses each
- 48% of horse owners are involved in other breeds

READER ACCESS

- 74% Mobile Readers
- 20% Desktop
- 6% Tablet



WHO ARE OUR READERS?

- 26% Breeders
- 23% Industry Professionals
- 13% Trainers
- 13% Farm Managers
- 85% US Readers, 4% Canada

DECISION MAKING

Areas in which readers make purchasing decisions

Racing/Training	37.4%
Feed	31.2%
Supplements	29.7%
Breeding/Stallion selection	28.2%
Tack & Equipment	26.2%
Transportation	26.2%

HORSE CARE READERS

Spend 3:51 minutes per visit
Our fastest growing segment on the website with 125,000 monthly pageviews

CUSTOMIZED ADVERTISING PACKAGES AVAILABLE

Emily Alberti • 859.913.9633 • emily@paulickreport.com

DIGITAL ADVERTISING OPPORTUNITIES

WEBSITE ADVERTISING

Reach our **390,000 Monthly Users** that spend an average of 2:48 minutes per visit.

That's **25,000 Active Daily Readers**

Run of site rotating banners, 100% owned positions and geo-targeting available

Premier Advertising includes

- Daily Billboard Positions
- Sponsored Sections
- Weekly or Monthly Feature Sponsorships
- Sponsored Content

Bloodlines: Flightline At Lane's End, And The Family Shoes He'll Aim To Fill

by Frank Mitchell | 11.16.2022 | 8:46am



Flightline checks out his new surroundings at Lane's End the morning after his Breeders' Cup Classic



OUR STAFF



PAULICK REPORT MORNING HEADLINES

Wow! \$280,000 OUTSTANDING FIRST WEANLINGS

HP 569 - Filly o/s Super Patriotic, Colophon, American Pharoah, apt. Razer, Dan McDonogh, apt.

WAR OF WILL

Today's Top Stories

- Grow Some Balls, Julie Hieslip is Pre-Breeding Letter, Prosecutors Say Yavuzo Learned From Nevada Doping Program
- Kirkpatrick & Co. Presents In Their Care, Once Filled With Anxiety, Holweiser Freeman Says Horses Give Him 'Great Calming Effect'
- Kentucky Derby Winner Rich Strike Expected To Enter Churchill's Clark

EMAIL ADVERTISING

Morning Headlines email

Sent every morning at 6am to **18,200 subscribers.**

Your Banner is visible in the body of the email

42% Open rate and 13% Click rate, average **7,598 daily opens.**

Daily Positions include - Top 600x400 Sponsor, Mid 600x170, Footer 300x250 banners or our Sponsored Headline Text Link



PAULICK REPORT Top Bloodstock and Auction News

DON'T FORGET TO NOMINATE YOUR YEARLINGS

2023 2YO STALLION SERIES

\$200.00 DUE BY DEC. 31ST

OVER \$1M IN PURSES & AWARDS

MORE INFO

Top Bloodstock and Auction Stories

- Bloodlines: Nashua Winner Champlaine Dream Shows A New Side To Jewett's Debut Crop
- Which Stallions Saw The Biggest Spikes In Popularity In 2022?
- It's Ready Starting To Catch On Now: Canada's Breeders' Cup Win Gives Online City Wasmaker's Its Biggest Graduate



PAULICK REPORT This Week's Top Horse Health News

Engineer Excellence WITH OUR EQUINE-ONLY FACILITY

This Week's Top Stories

- From Tornadoes To Auctions, Thoroughbred Athletes Is There For OTTBs
- Catching Up With Maritime Traveller, One Of Secretariat's Last Living Foals
- He Was Everybody's Best Friend Around The Barn: O'Neil Rescues Lame Man As 21-Year-Old Settles Into Retirement At Old Friends

HORSE CARE WEEKLY

The week's top horse care headlines emailed each Tuesday to our **16,850 subscribers.**

Top 600x400 Sponsor, Mid-600x250, Footer 300x250 and Sponsored Headline Text Link

BLOODSTOCK BULLETIN

Top Bloodstock headlines emailed to **17,336 subscribers** every other Monday throughout the breeding season.

Top 600x400 Sponsor, Mid-600x250, Footer 300x250 and Sponsored Headline Text Link

SOCIAL ADVERTISING

Reach our **106,447 Social Followers** through posts on our social channels

Facebook, Twitter and Instagram posts are \$100 each.

BACK RING SPECIAL SALES NEWSLETTER & MICROSITE

Sales specific features and coverage that coincide with major sales throughout the year. Email blast for each sale in addition to sponsorable features and banner space.



PR BLOODSTOCK BACK RING

First-Crop Sire Watch: 2022 Keeneland September Yearling Sale

Written by Joe Nevills on September 9, 2022 in First-Crop Sire Watch - < 1 min read



PAULICK REPORT

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REPORT.com

2022 Net Rates

Revised 11.17.22

Banner Position	Dimensions	Placement	Net Rate
Pop Out Footers 100% of rotations <i>Daily Position</i>	Homepage 600x400 , 900x125 Article Page 300x90, 900x125	Homepage starts as Top Story & footer pops across bottom Article Page starts as 300x90 & footer pops across bottom	Homepage \$225/day Article \$250/day
Pushdown Banners 100% of rotations <i>Daily Position</i>	1170x90, 1170x350 300x90 Mobile	Located just under header. Expands at initial viewing Two Zones—Homepage or Article	Homepage \$225/day Article \$250
Mobile “Sticky” Footer <i>Daily Position</i>	300x100	Mobile only 100% SOV	\$250/day
Takeover Banner <i>Daily Position</i>	600x400 300x200 Mobile	Pops up over the website once per reader per 24-hour period	\$500/day
Sponsored Sections The Biz, People, Racing, Bloodstock, Triple Crown, Breeders’ Cup, Horse Health, Horseplayers, The Paddock	300x250, 728x90	100% of banner rotations within a section. Your banner by the title & RH Column	\$1,500/month
Rotational Banner <i>Available by Section as well</i>	728x90 Website 300x250 Mobile	Rotational on the site Homepage only	\$1,000/month \$500
Sidebar Banners Monthly rate shown, can prorate	300x250 Top 300x400 Middle 300x600 “Sticky”	Located in the right-hand column of the website. You own 25% of rotations	\$1,500/month \$1,000 \$850
Article Page Content Banners Monthly rate shown, can prorate	200x200 300x250	By the 1 st Paragraph Text Wraps around entire banner	\$1,000/month \$1,000
Morning Headline News Daily email blast	600x300 Sponsor 600x170 strip 300x250 Footer	Top headlines emailed each morning at 6am to 18,200 subscribers.	\$225/day \$75 per/day \$350/week
Horse Care Weekly Bloodstock Bulletin Back Ring Sales Newsletter	16,800 Subscribers 17,400 Subscribers 17,300 Subscribers	600x300 Sponsor 600x250 strip 300x250 Footer	\$225/week \$125/week \$100/week

AD SPECIFICATIONS

- File Formats: .gif, .jpeg, .png or animated gif accepted.
- Please include the target URL to link • Maximum File Size: 300K
- Third Party Serving: Third party tags can be used but must be approved in advance.
- Email Newsletters: Some email providers block animation so static image preferred JPG, GIF or PNG.
- If sending animated file be sure your message is on the first rotation.