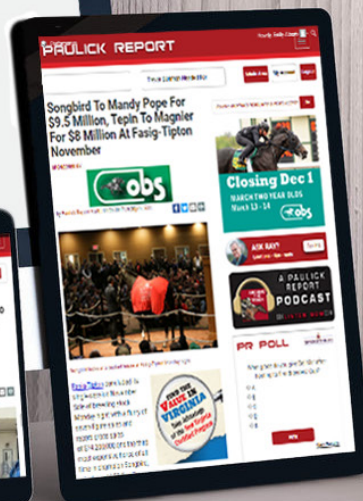
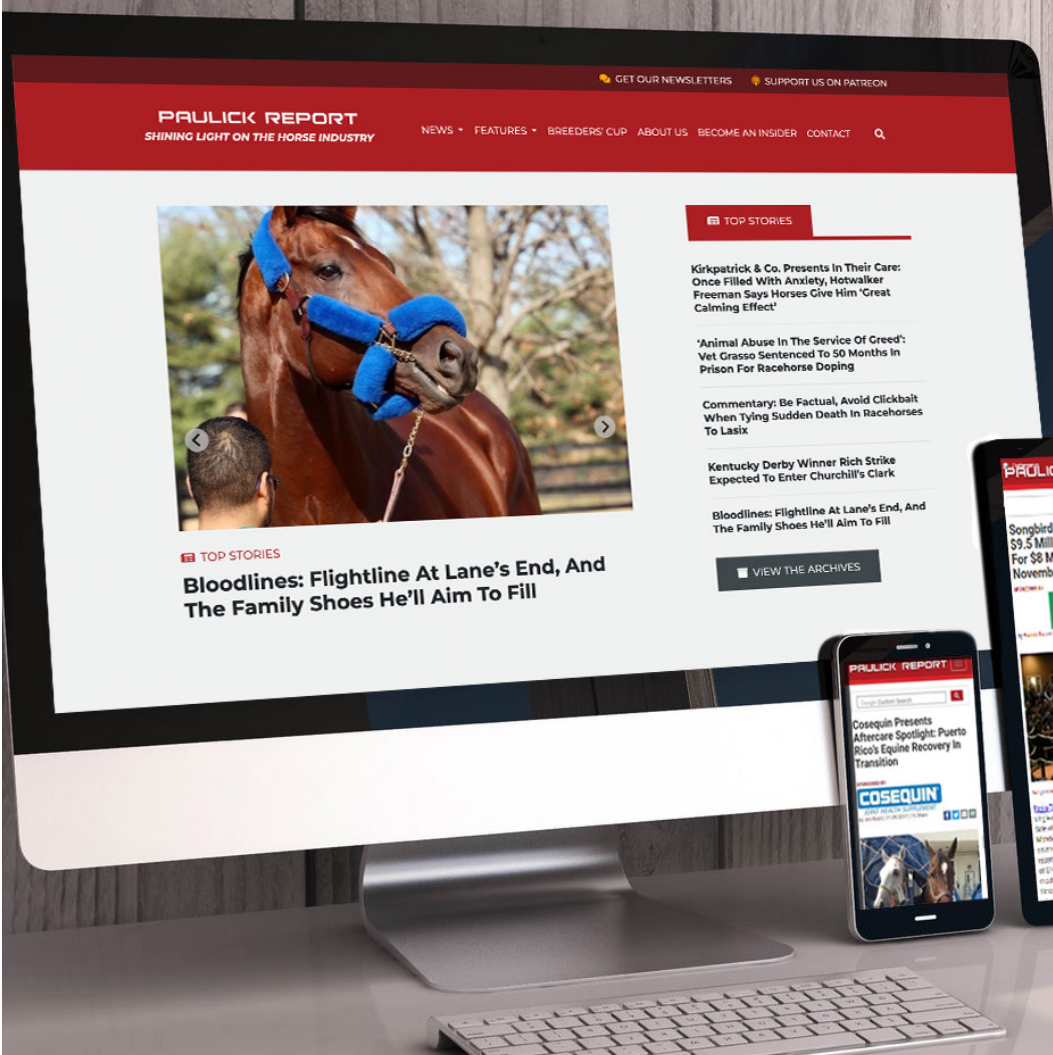


PAULICK REPORT

SHINING LIGHT ON
THE HORSE INDUSTRY

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



Award winning
news coverage

TOTAL REACH

384,000

Monthly Active Users

1.3 Million

Monthly Page Views

13,000

Morning Headlines

Email Subscribers

60% Open Rate • 24% Click Rate

• Metrics from 1/1/25 – 5/31/25 Google Analytics and Constant Contact

65,000

Facebook Likes

60,600

X Followers

Ray - 45,100 Paulick Report - 15,500

23,400

Instagram Followers

8,300

TikTok Followers

Emily Alberti, Director of Advertising ■ 859.913.9633 Cell ■ emily@paulickreport.com

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

- 78% Mobile Readers
- 16% 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 115,000 monthly pageviews

CUSTOMIZED ADVERTISING PACKAGES AVAILABLE

Emily Alberti • 859.913.9633 • emily@paulickreport.com

DIGITAL ADVERTISING OPPORTUNITIES

WEBSITE ADVERTISING

Reach our **384,000 Monthly Users** that spend an average of 2:48 minutes per visit.

That's 15,000 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



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



OUR STAFF



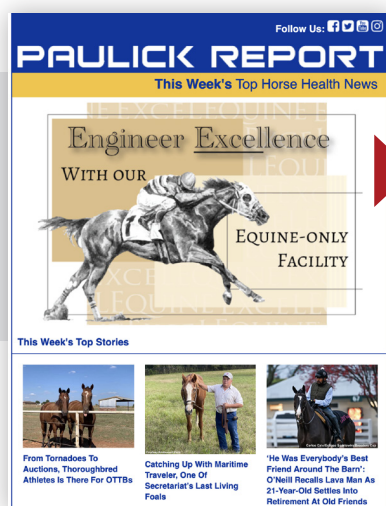
EMAIL ADVERTISING

Morning Headlines email

Sent every morning at 6am to **13,000 subscribers**.

Your Banner is visible in the body of the email
60% open rate, average **7,200 daily opens**.

Daily Positions include - Top 600x400 Sponsor, Mid 600x170 & 300x250 positions, Footer 600x400 and Sponsored Headline or Text Link



HORSE CARE WEEKLY

The week's top horse care headlines emailed each Tuesday to our **12,000 subscribers**, **54% open rate**.

Top 600x400 Sponsor, Mid-600x170, Footer 600x400 and Sponsored Headline Text Link

BLOODSTOCK BIWEEKLY

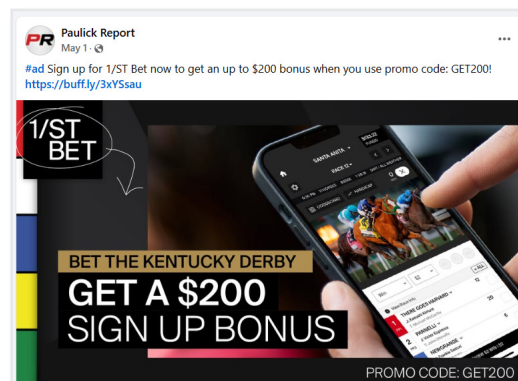
Top Bloodstock headlines emailed to **12,000 subscribers**, **54% Open rate** every other Monday throughout the breeding season.

Top 600x400 Sponsor, Mid-600x170, Footer 600x400 and Sponsored Headline Text Link

SOCIAL ADVERTISING

Reach our **157,300 Social Followers** through posts on our social channels.

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



PAULICK REPORT

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REPORT.com

2025 Net Rates

Revised 6.17.25

Daily Positions	Dimensions	Placement	Net Rate
Takeover Banner <i>Interstitial Pop Up</i> <i>Daily Position, 100% of Rotations</i>	600x400 Desktop 300x200 Mobile	Pops up over the website once per reader per 24-hour period. Reader must "x" out to enter.	\$500 19K Avg. Imp
Homepage Header Banner <i>Daily Position, 100% of Rotations</i>	1170x250 Desktop 728x90 Tablet 300x10 Mobile	Billboard at top of the page. Choose either Homepage or Article Pages. Homepage averages 5K imp/day Article page averages 30K imp/day	Homepage \$125/day Article Pages \$300/day
Article Pages Header Banner			
Footer Banner <i>Daily Shared Position</i>	970x90, 728x90 300x100 Mobile	Sticky Footer Banner on all devices. Shared with up to 3 other companies.	\$250/day
100% Owned Positions	Dimensions	Placement	Net Rate
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. 100% ownership of the 1 st banner within each post, plus top RH column position.	\$500- \$2,000/month
Homepage Banner <i>100% of rotations</i>	728x90 Website 300x250 Mobile	Homepage Position 4-Positions Available	\$850, \$750, \$650,\$500
Rotational Positions	Dimensions	Placement	Net Rate
Rotational Sidebar Shared position, banner sticks with the reader as they scroll down the page	300x250 or 300x400	RH Column placement on article pages and section landings	\$1,000/month
Article In-Content Banners Monthly rate shown, can prorate	728x90 300x250	Text Wraps around entire banner There are up to 4 per article page	\$1,000/month
Email Positions		Dimensions	Net Rate
Morning Headline News Daily email blast 60% Open rate, 24% CTR	Top headlines emailed each morning at 6am to our 13,000 subscribers.	600x400 Top Sponsor 600x170 Middle 300x250 Middle 600x400 Footer Sponsored Headline	\$250 Daily \$100 \$75 \$100 \$100
Newsletters Horse Care Weekly Bloodstock Biweekly	12,000 Subscribers 12,000 Subscribers 54% Open Rates	600x400 Sponsor 600x170 or 300x250 Middle 600x400 Footer Sponsored Headline	\$225 \$100 \$100 \$100

Additional placements include weekly & monthly content sponsorships, sponsored posts & email blasts. Inquire for rates and availability.

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.
- Advertising may not state that a product is a substitute or alternative that mimics the effects of prohibited substances, and the phrase "Will Not Test" (or similar) may not appear in an ad