

# Sportsman

## Advertising display ratecard 2011-2012 Rates effective July 1, 2011 (GST exclusive)

Sportsman, now in its 111th year and continues to produce Australia's best racing newspaper.

Sportsman provides readers with a weekly comprehensive form guide, covering all major gallop meetings and produces special issues for the major carnivals and public holidays each year.

To keep up to date with Australian racing you need a newspaper which covers it all. Sportsman does that and a whole lot more by providing turf enthusiasts with the most up to date information available each week.

### The most detailed form.

Sportsman publishes a minimum of nine latest runs for all metropolitan race meetings and five for provincial centres. Also Sydney and Melbourne camera charts as well as results from around Australia are included.

### The most meetings.

Sportsman covers all the major fixtures, including public holidays, Sunday racing and mid-week carnivals.

### The most statistics.

Sportsman publishes first and second-up stats, jockey and trainer stats, wet, distance and track stats, sire of the dam and win and place percentage stats.

### The most analysis.

Sportsman's team of analysts can tell you where your horse will be in the run, whether he or she is up or down in class and summarise the top chances to four.

### The best breeding news.

Sportsman editors are noted as breeding authorities and provide a well-rounded coverage of the breeding industry each week.

### The latest from the training tracks.

Sportsman publishes trackwork times and expert commentary from all the major training centres in Australia.

### Go right to the heart of the racing industry, join the winning team at Sportsman now!

Regular contents and features of Sportsman include:

- Detailed four state racing form guide
- In depth previews and tips from an award winning team of racing experts
- Sydney and Melbourne camera chart results
- Zipform assessments
- Trackwork times from every major training centre
- Stewards reports and barrier trials
- Weekly Breeders Guide

Together with feature and industry stories plus breeding news from around the world makes Sportsman truly Australia's Greatest racing newspaper.

Reach a focussed and committed readership with your advertising.

Only in the Sportsman.

\*Publishers Claim - Average only.

### Advertising Rates (excluding GST)

	Friday	Tuesday	Combined Fri/Tues
Full Display Rate (per single column cm)	\$18.30	\$6.00	\$19.44

### Mechanical Production

Columns	CMS (width)	Columns	CMS (width)
1	3.5	5	18.6
2	7.3	6	22.4
3	11.0	7	26.2
4	14.8		

E-Newsletter advertising also available.

### Material Deadlines

	Setting	Complete Material
Tuesday edition	10am Friday	5pm Friday
Friday edition	10am Tuesday	5pm Tuesday

Cover price: \$6.00

Distribution: National circulation in all states of Australia (limited NZ)

### Account Manager:

Dan Gray

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### For Editorial enquiries:

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