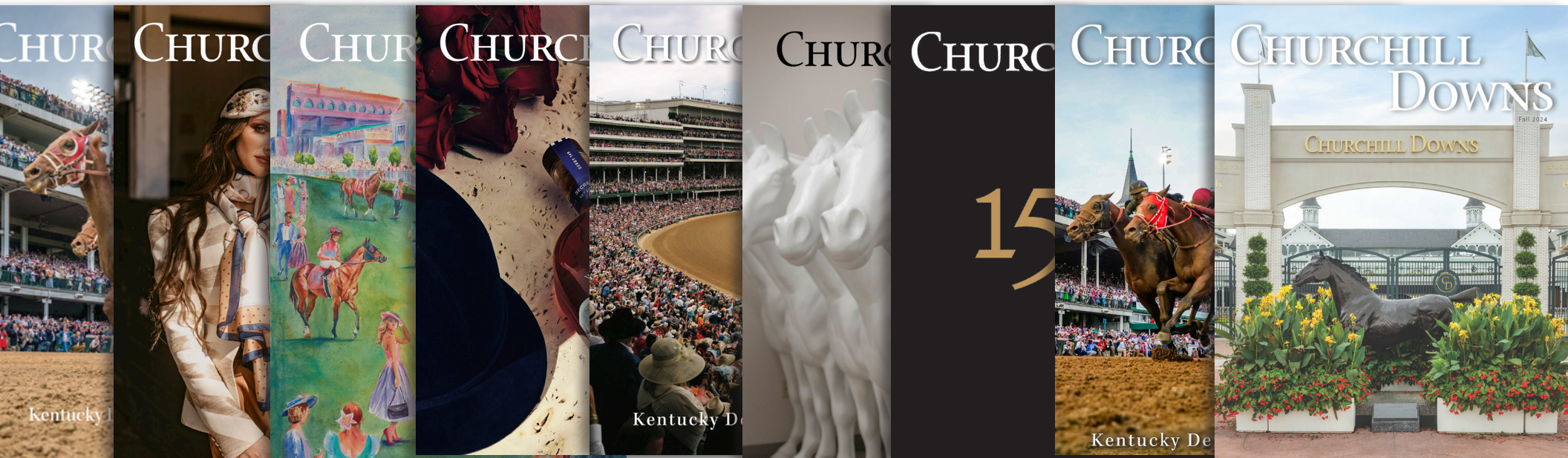


CHURCHILL DOWNS

MAGAZINE



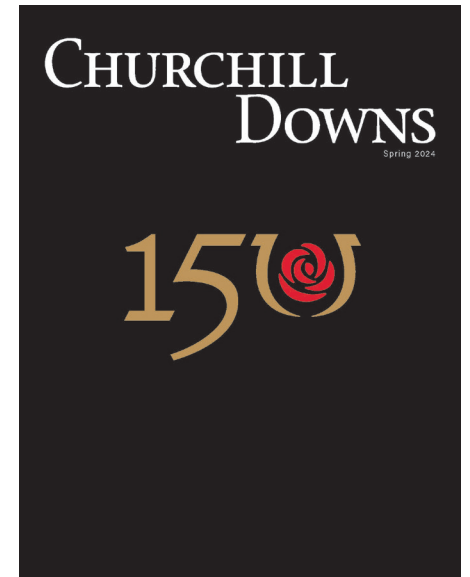
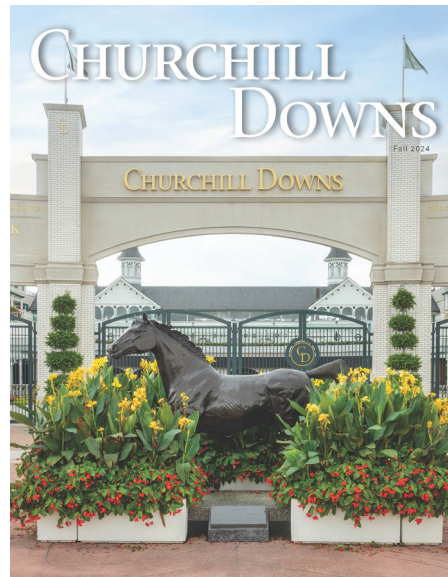
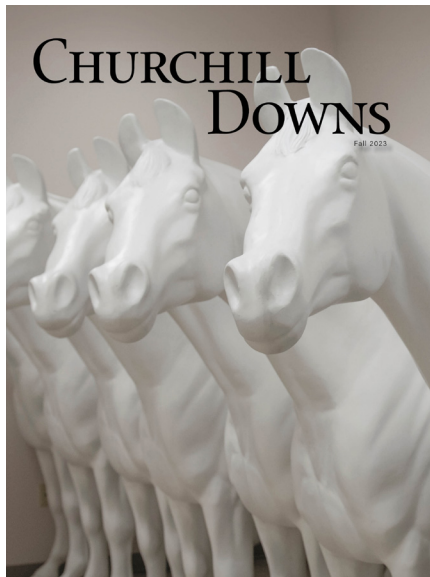
Churchill Downs Magazine is the official source to deliver Derby to the door of your target audience all year. Partner with us to add “*iconic*” to your brand.

CHURCHILL DOWNS MAGAZINE

Churchill Downs Magazine has a national footprint, reaching Derby fans and bucket-list enthusiasts from all across the country, but a heart that is purely Louisville, KY. Whether targeting for tourism or building a loyal local customer, our publication can connect you with your target audience.

While the content is timely and relevant, each issue is evergreen and considered part of a collection that remains on display and in guest rooms, gift baskets and premier lounges far beyond a traditional magazine shelf life, creating lasting impressions for your business.

Let's explore collaborative and customizable opportunities to tell your story in the most iconic and unforgettable way.





65,000
readers
PER ISSUE

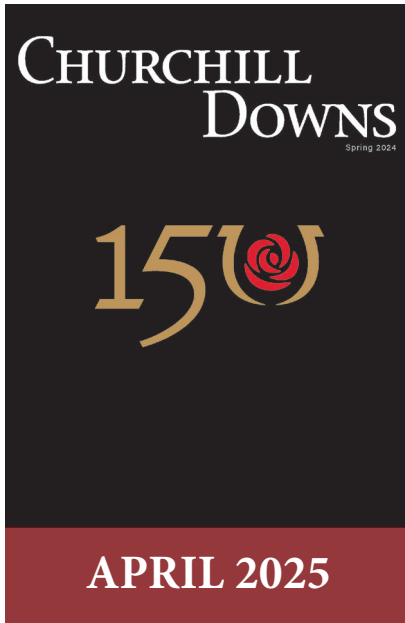
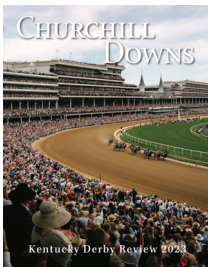
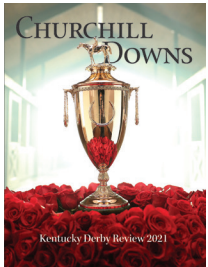
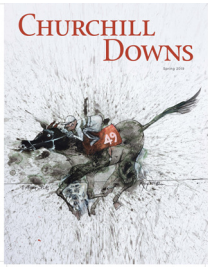
99%
PICK UP RATE

Our Readers

Our readership consists of luxury-loving and adventure-seeking consumers with the highest discretionary income in any economy. We are eager to deliver these discerning and affluent tastemakers to your business.

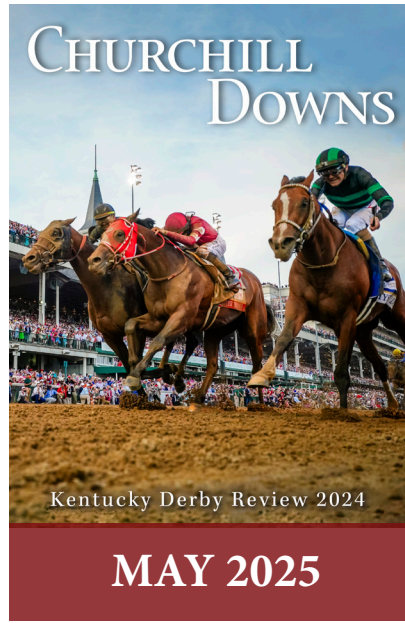
	%	Audience
Women	45%	29,250
Men	55%	35,750
Age 45-54	25%	16,250
Net Worth >\$2M	37%	24,050
Live Within 110 miles of Louisville	68%	44,200
Drive a Luxury Car	43%	27,950
“Prosperous Parents”	27%	17,550

- Spend average of **\$524** on special event attire per event
- Spends **\$3,070** on live arts and sports events annually
(per person in household)



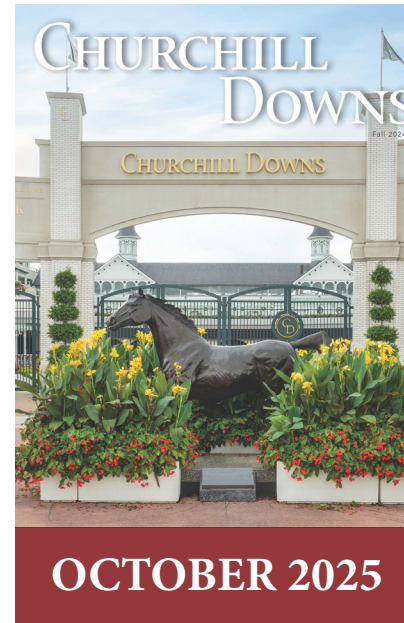
SPRING DERBY ISSUE

An insider's view into the preparation, participation and pageantry surrounding the First Saturday in May illustrating why the "Most Exciting Two Minutes in Sports" is also the most exciting season for flavor, fashion and fun.



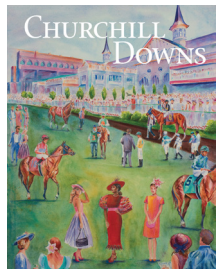
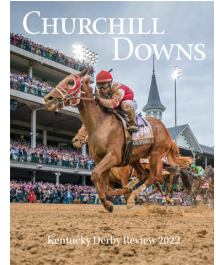
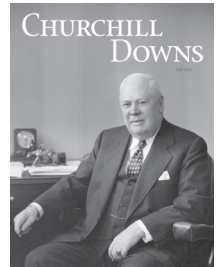
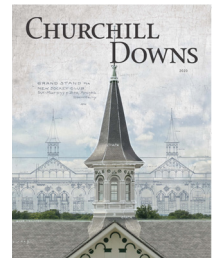
DERBY REVIEW

Your favorite Kentucky Derby moments turned into lasting memories to revisit again and again. The most fabulous parties, the most famous guests and the most fascinating moments are captured and chronicled.



FALL ISSUE

Filled with equestrian excellence. Whether previewing Breeders' Cup or peaking into what's happening under the famed Twin Spires, our fans will be prepared to plan a trip, place a bet or put their best foot forward for a day at the races.



Pick 1- Spring, Summer OR Fall Magazine Ad:	\$1,800
Pick 2- Spring, Summer OR Fall Magazine Ad:	\$3,000 (\$600 Savings)
Pick 3- Spring, Summer AND Fall Magazine Ad:	\$3,500 (\$1900 Savings)

Distribution

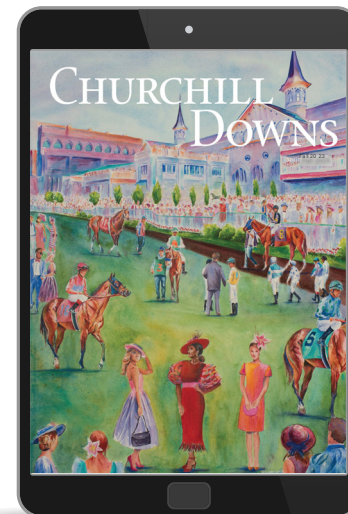
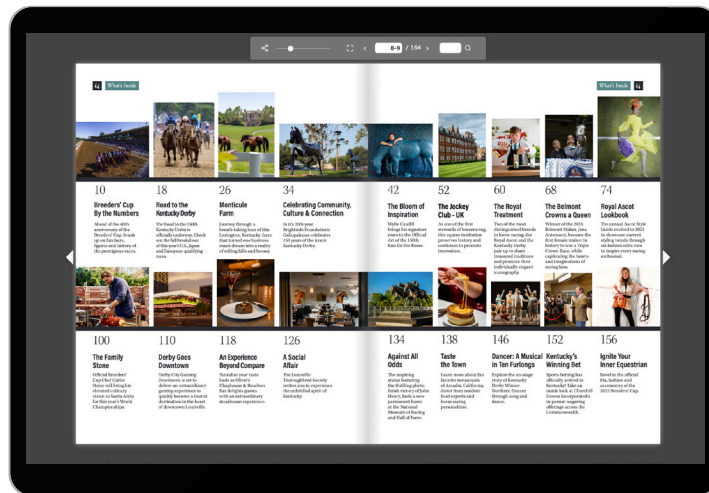
With a combination of direct mail and targeted distribution to:

- Churchill Downs Private Club Members
- Kentucky Derby Premium Ticket Holders
- Hotel Guest Rooms
- Derby Galas
- Local Businesses
- Special Events
- High Traffic Areas
- Muhammad Ali International Airport
- Visit Horse Country Key Locations
- Bourbon Tour Partners
- Local Museums
- Private Aviation Lounges & Membership-Only Clubs



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A digital edition of the magazine (with your website linked to your ad) is always at your fingertips on ChurchillDownsIncorporated.com



CHURCHILL DOWNS MAGAZINE

WIN BIG IN THE BLUEGRASS Breed and Race in KENTUCKY

Purse money in Kentucky is at an **ALL-TIME HIGH** with more than **\$192 MILLION** paid out to horsemen in 2023, including \$48 million in Kentucky Thoroughbred Development Funds.

Kentucky's average purse per race of \$108,000 outpaces all other leading racing jurisdictions, including Arkansas, New York, California, and Florida. Over \$200 million has been distributed to Kentucky breeders since 2006. With purse money soaring, the KBIF contributing \$18.2 million to eligible breeders, the fullest fields in the country [average field size of 8.8, higher than New York, Florida, and California], and quality racing year-round at our five racetracks, there is no better time to breed and race in the Bluegrass.

71% of the Graded stakes races in the U.S. this year have been won by **KENTUCKY-BREDS**.*

74% of the Grade 1 races in the U.S. this year have been won by **KENTUCKY-BREDS**.*

All the Top 20 Earners on the year, led by Kentucky Derby (G1) winner **MYSTIK DAN** (\$4,070,050), are **KENTUCKY-BREDS** and all are millionaires.**



BREED THEM, RAISE THEM,
RACE THEM. WE ALL WIN.



Kentucky Thoroughbred Owners
and Breeders, Inc.
(505) 230-1042
KentuckyBreds.com



Kentucky Breeders
Incentive Fund
(505) 246-3917
kbif@bredky.gov

LIQUOR BARN REWARDS

CELEBRATE EVERY SIP WITH OUR NEW
Rewards Program

Get more with every pour! Join our upgraded rewards program and receive rewards like discounts, gifts, and insider perks just for shopping with us.

 Rewards Receive 5% off for every 500 points earned	 Bonus Points Earn extra points on preferred products and during special days	 Birthday Rewards Get 5% off on all birthday shopping
 Exclusive Discounts Get discounts on preferred wines	 Free Gifts Free Liquor Barn Wine Tote upon signing up	 Insider Perks Advance notice of VIP events and special product releases

*Savings valid in store, online or through the app. Offer not valid on items ending in 7 or 8 which are our best in market pricing and cannot be discounted further. Selections vary by store location. See in store for product availability. We reserve the right to limit product.

Magazine Ad Specs

Trim Size: 8.376" X 10.875"

Safe Margins: 0.5 inch

Bleed: 0.125 inch

PPI: 300 Minimum

Colors: CMYK

File Type: JPG, PNG or PDF

*Export WITHOUT crop marks or printing marks on final document

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Full Advertising Design Services are available for contract clients. Please inquire for cost and consultation.

Production Contacts

Kelli Kinman

kelli.kinman@kyderby.com

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General Magazine Questions

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We'd love to partner with you to add "iconic" to your brand.