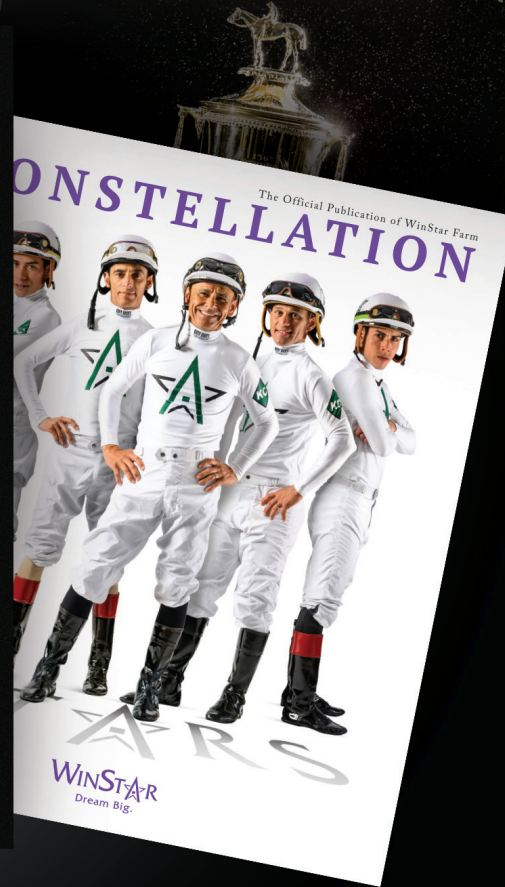


CONSTELLATION

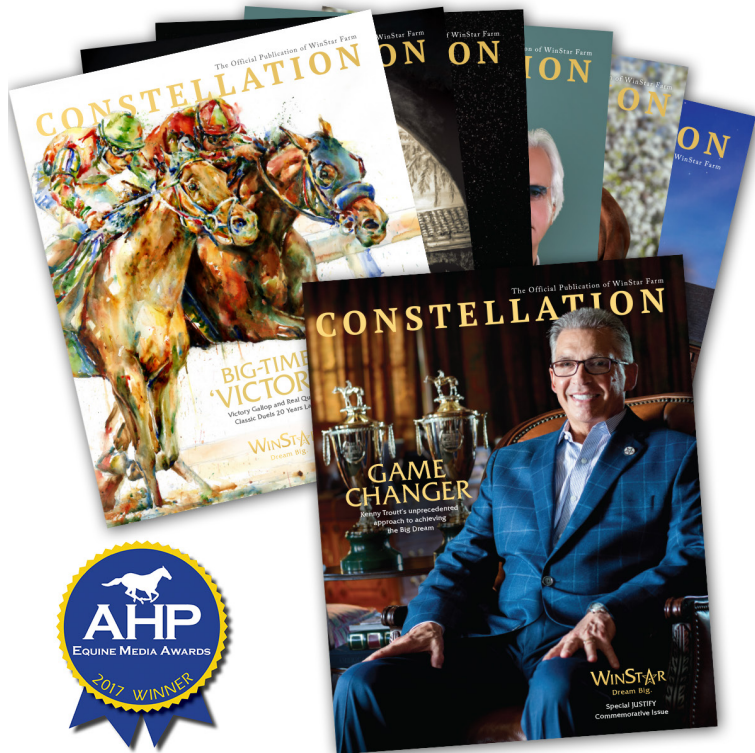


CONSTELLATION

The Official Publication of WinStar Farm



REACH AFFLUENT CONSUMERS AND THOROUGHBRED INDUSTRY INFLUENCERS



“These multi-issue publications are proud depictions of the world of WinStar in both design and content. They celebrate the horses and people at WinStar Farm who keep the bar of breeding and training high for all to aspire to...superb choice of cover and interior page stock...it is silky to the touch and adds to overall dignified feel of the magazine. They are very successful publications in content, design and obedience to the WinStar mission statement.” –AHP Judges



Dear prospective advertiser,

WinStar believes in being the best in everything we do, and **CONSTELLATION** represents that standard. Published twice a year from 2015 to 2020 and now a yearly publication, **CONSTELLATION** will once again celebrate the extraordinary world of WinStar with a fall issue in 2024.

An American Horse Publications first-place award winner as well as Best of Show and Best of Division at the Printing Association of the South Awards, **CONSTELLATION** is the definitive trade magazine presented from the perspective of an industry leader. Each issue is packed with a wide array of articles and in-depth profiles celebrating the Thoroughbred industry and the world of WinStar. It is our promise to you that the magazine will complement and promote your business in the best light, as well as reach every level of professional and/or enthusiast in the industry, including a “who’s who” of the Thoroughbred world.

If you are seeking fresh ways to advertise your brand and promote your product or service to an affluent Thoroughbred industry audience, **CONSTELLATION** can help you achieve those goals. Our award-winning publication will have readers coming back time and again, which creates compelling advertising opportunities to reach new consumers and prospects for your business. All of us at WinStar appreciate the support you have shown **CONSTELLATION** through the years.

WINSTAR'S AUDIENCE

PRINT

CONSTELLATION is a complimentary publication. The magazine's target audience includes Thoroughbred professionals, owners and breeders, as well as enthusiasts. WinStar Farm possesses one of the broadest networks in the industry, both professionally at various racetracks and breeding levels, as well as a large segment of racing fans.

ONLINE

Complementing distribution of the print magazine is the online version, as well as exposure through WinStar's robust social media channels, which includes:



77k

Followers



34.8k

Followers



52.5k

Followers

CONTACT

ABOUT ADVERTISING OPPORTUNITIES

Olivia Desch – (513) 659-0217 | Brooke Porter – (803) 207-7570
Odesch@winstarfarm.com | wsfcontact@winstarfarm.com

EDITORIAL CALENDAR



FALL/WINTER 2024 EDITORIAL FEATURES AND WRITERS

NEW STALLIONS by Sid Fernando

Sid Fernando is the President and CEO of Werk Thoroughbred Consultants. A former Bloodstock Editor and columnist for DRF, he has more than 40 years' experience in writing about breeding and racing for leading Thoroughbred publications around the world.

REED SHEPPARD by Tom Leach

A prominent figure in UK Athletics reporting, Leach has been the voice of the Wildcats for nearly four decades and has been named Sportscaster of the Year 6 times from the National Sports Media Association. He additionally has earned two Eclipse Awards for his coverage of thoroughbred racing.

WINSTAR CARES by Michael Compton

Compton boasts over three decades of Thoroughbred industry experience as former editor-in-chief of The Florida Horse Magazine as well as Wire To Wire. He works with PM Advertising and is a freelance writer based in Ocala, FL. His publishing credits include BloodHorse magazine, Speedhorse magazine, and Thoroughbred Racing Commentary.

LIFE IS GOOD/FLIGHTLINE by Alicia Hughes

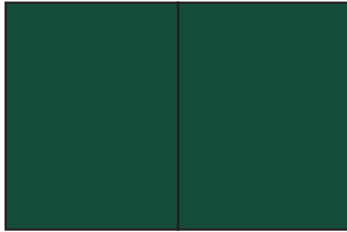
Hughes is an award-winning writer and journalist who currently is the Content Specialist at Gaming Today. The graduate of Pace University has over two decades of experience in producing horse racing content having previously worked as Director of Communications for the National Thoroughbred Racing Association as well as Racing Editor for The Blood-Horse.

BEHIND THE SCENES WITH PM ADV

by Glenye Cain Oakford

A 2012 Eclipse Award-winner, Cain-Oakford was lead bloodstock writer for The Blood-Horse as well as the Daily Racing Form's senior bloodstock correspondent.

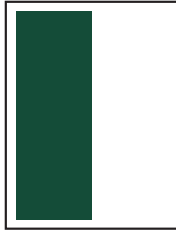
PRINT AD SPECIFICATIONS



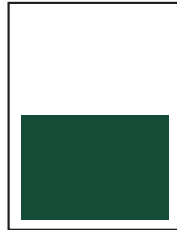
SPREAD



FULL PAGE



1/2 VERTICAL



1/2 HORIZONTAL

2024 ADVERTISING RATES

FULL COLOR	PRICE
INSIDE FRONT COVER SPREAD	\$5,000
INSIDE BACK COVER SPREAD	\$5,000
BACK COVER	\$5,000
INSIDE FRONT COVER	\$3,500
FACING INSIDE FRONT COVER	\$3,500
INSIDE BACK COVER	\$3,500
INTERIOR SPREAD	\$2,100
FULL	\$1,200
HALF	\$600

MATERIAL DEADLINES

Cover ads: September 2 | Interior ads: September 13

PRINTING & FILE SPECIFICATIONS

AD DIMENSIONS:	WIDTH x HEIGHT	
Spread (<i>trim</i>)	18" x 10.875"	add 0.125" to all sides for bleed
Full page (<i>trim</i>)	9" x 10.875"	add 0.125" to all sides for bleed
1/2 page horizontal	7.5" x 4.9375"	
1/2 page vertical	3.375" x 9.25"	

PRINTING PROCESS: Sheet-Fed Offset

BINDING: Perfect bound

PAGE TRIM SIZE: 9" x 10.875"

BLEED: 0.125"

LIVE AREA: 0.5" in from trim on all sides (0.625" from bleed on all sides). Allow 0.5" from gutter on spreads.

FILES: Digital files are required.

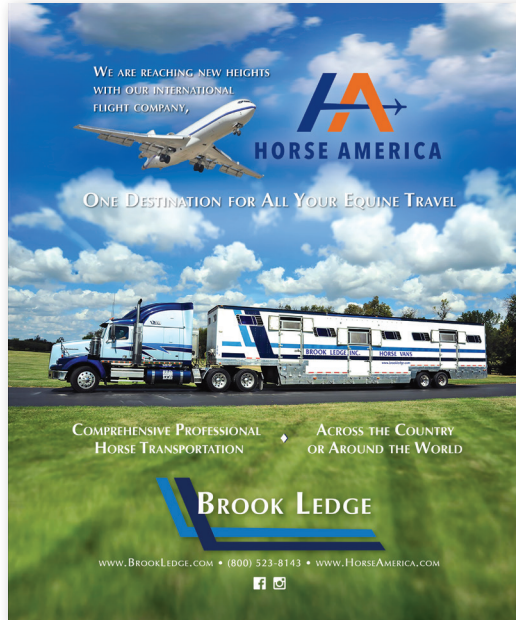
Only one ad per file.

Native application files not accepted.

PDF/X-1a preferred (all images 300dpi, all fonts embedded, all colors CMYK process or grayscale — no spot colors).

Delivery by e-mail preferred.

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