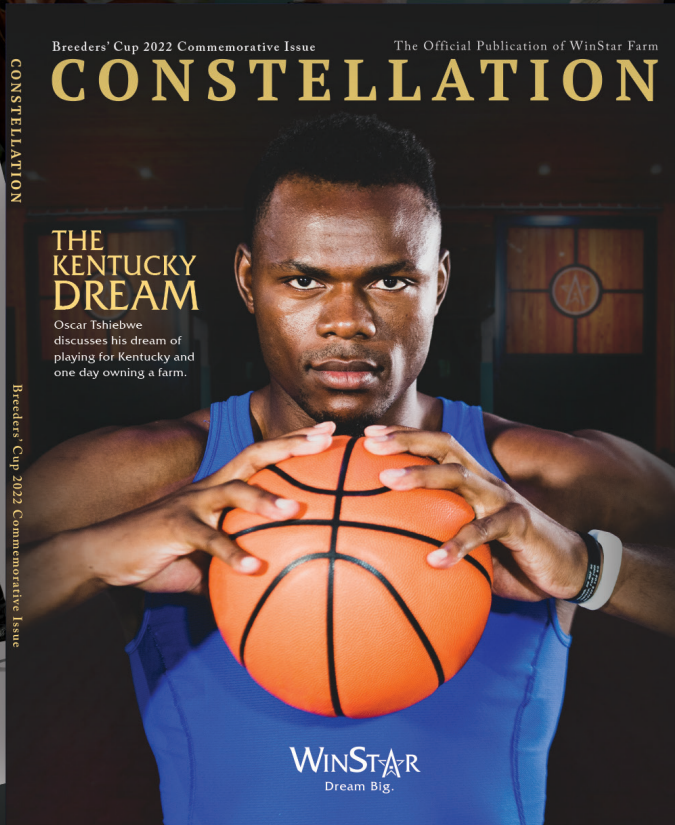
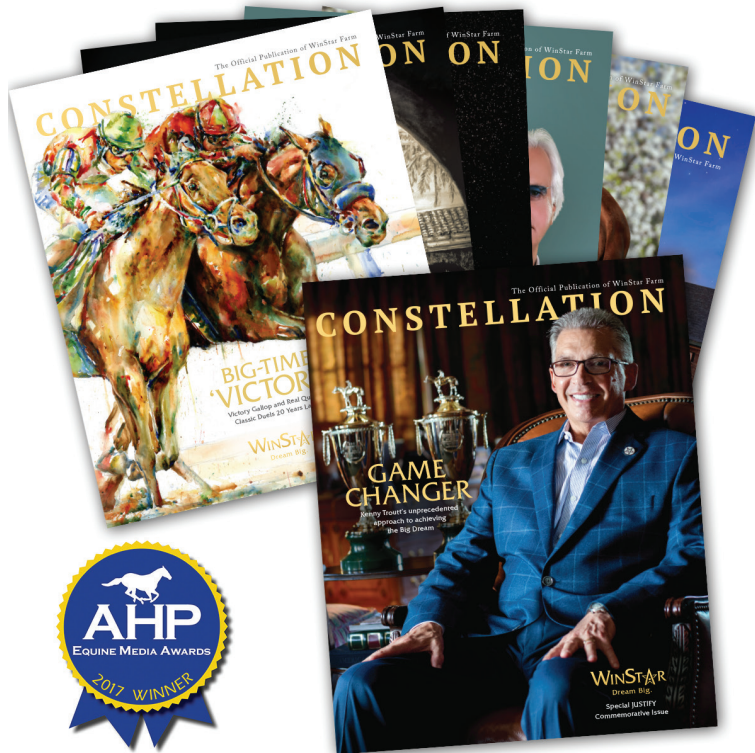


CONSTELLATION



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 2023.

An American Horse Publications first-place award winner and 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 to 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:

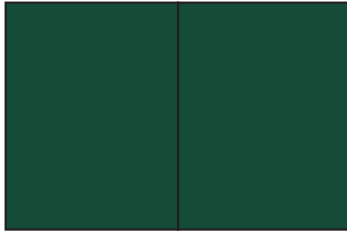


CONTACT ABOUT ADVERTISING OPPORTUNITIES

Linzay Marks – (859) 967-4054
Lmarks@winstarfarm.com

Olivia Desch – (513) 659-0217
Odesch@winstarfarm.com

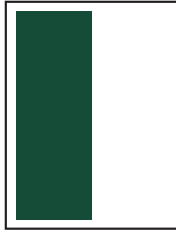
PRINT AD SPECIFICATIONS



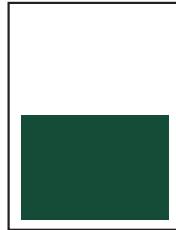
SPREAD



FULL PAGE



1/2 VERTICAL



1/2 HORIZONTAL

2023 ADVERTISING RATES

FULL COLOR	PRICE
INSIDE FRONT COVER SPREAD	\$5,000
INSIDE BACK COVER SPREAD	\$5,000
BACK COVER SPREAD	\$4,000
INSIDE FRONT COVER	\$3,500
FACING INSIDE FRONT COVER	\$3,500
INSIDE BACK COVER	\$3,500
FULL	\$2,250
HALF	\$1,250

DEADLINE

Materials Due: September 15th, 2023

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.

NEED HELP CREATING YOUR AD?



Full-page sample

Ad creation services available through PM Advertising, the team behind **CONSTELLATION**.

Contact your sales representative to inquire about discounted rates for **CONSTELLATION** advertisers.

PM Advertising
(859) 554-7420
Inquiries to Mike Compton and Laura Lacy
pmadv.com



To inquire about advertising with

CONSTELLATION

3001 Pisgah Pike • Versailles, KY 40383

Phone: (859) 873-1717 • Fax: (859) 873-1612

www.WinStarFarm.com/Constellation.html

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