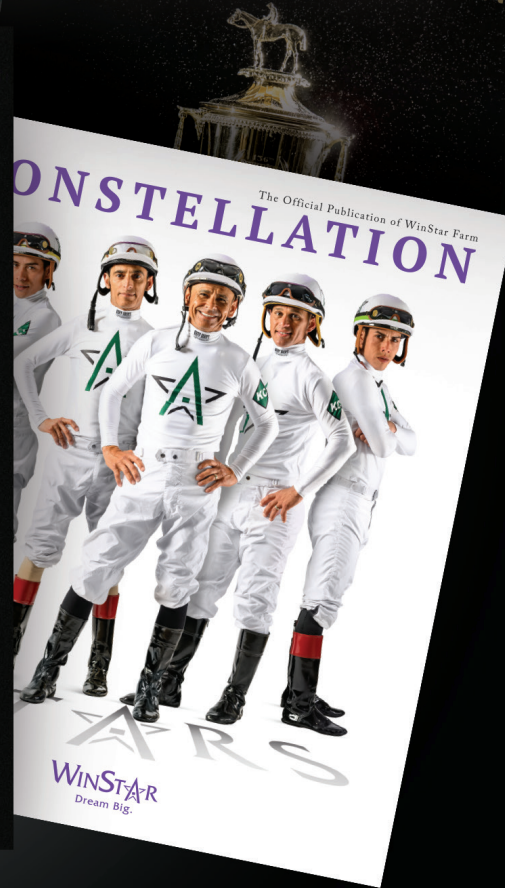
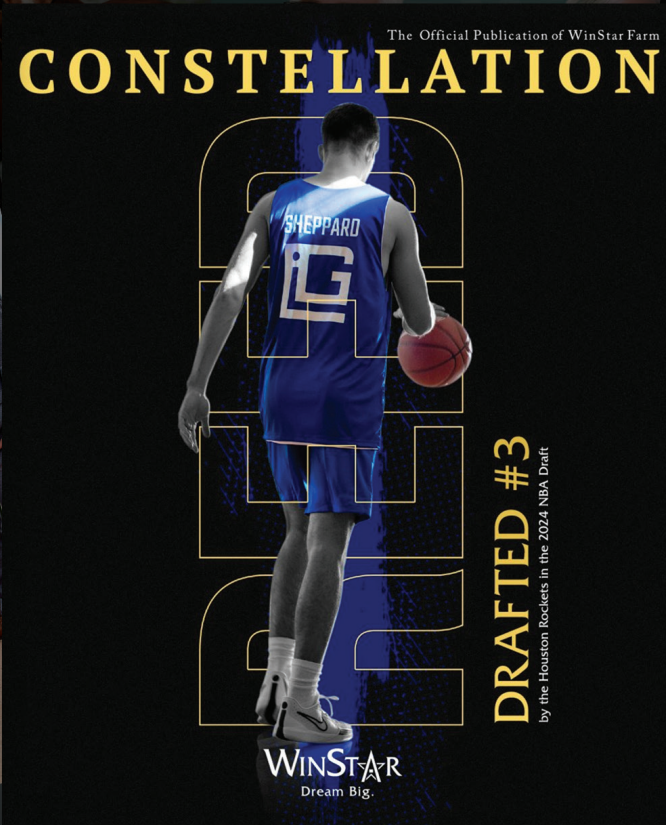
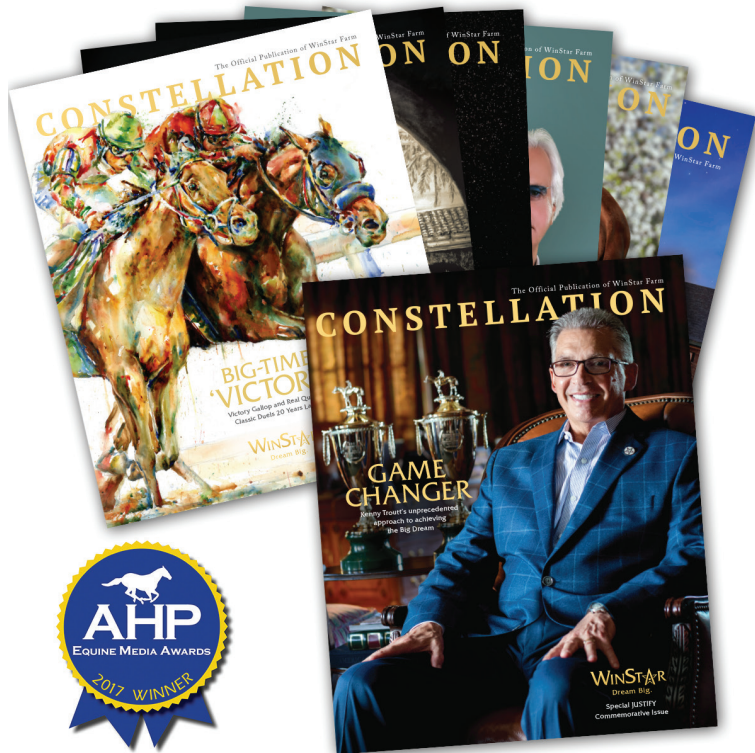


CONSTELLATION



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,

At WinStar, we strive for excellence in all that we do, and our magazine, **CONSTELLATION**, embodies that commitment. Originally published biannually from 2015 to 2020, **CONSTELLATION** has evolved into an annual publication. We're excited to announce its return with a fall 2025 issue, once again showcasing the remarkable world of WinStar and the Thoroughbred industry.

Recognized with prestigious accolades—including a first-place award from American Horse Publications and Best of Show and Best of Division honors from the Printing Association of the South Awards—**CONSTELLATION** stands as a premier trade magazine, offering an insider's perspective on the Thoroughbred industry. Each issue is filled with diverse articles and detailed profiles that highlight the passion, innovation, and achievements within our extraordinary community.

We are dedicated to ensuring **CONSTELLATION** not only celebrates the industry but also elevates your business, presenting it in the best possible light. With a readership that spans industry professionals, enthusiasts, and a distinguished “who’s who” of the Thoroughbred world, the magazine offers unparalleled reach and influence.

If you're looking for innovative ways to promote your brand, product, or service to an affluent and engaged Thoroughbred audience, **CONSTELLATION** is the perfect platform to help you succeed. We're grateful for the support you've shown over the years, and we look forward to sharing the 2025 fall issue with you. Thank you for being part of the journey. Dream Big!

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:



79k

Followers



36.1k

Followers



53.4k

Followers

CONTACT

ABOUT ADVERTISING OPPORTUNITIES

Olivia Desch – (513) 659-0217

Odesch@winstarfarm.com

EDITORIAL CALENDAR



FALL/WINTER 2025 EDITORIAL FEATURES AND WRITERS

25 YEAR ECONOMIC IMPACT

by Tom Law

LOOKING BACK, FEATURING PAT DAY, JERRY BAILEY, RAMON DOMINGUEZ

by Mike Compton

STABLE RECOVERY

by Glenye Cain Oakford

DISTORTED HUMOR

by Alicia Hughes

WINSTAR LIFE WEDNESDAY

by Ryan Martin

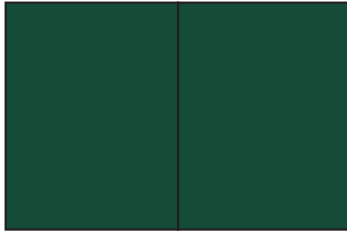
NEW STALLIONS

by Sid Fernando

LYNN JONES INSURANCE

Q & A by Ryan Martin

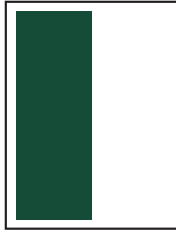
PRINT AD SPECIFICATIONS



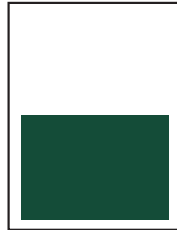
SPREAD



FULL PAGE



1/2 VERTICAL



1/2 HORIZONTAL

2025 ADVERTISING RATES

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

MATERIAL DEADLINES

Cover ads: September 1 | Interior ads: September 12

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
pmadv.com



To inquire about advertising with

CONSTELLATION

P.O. Box 47 • Versailles, KY 40383

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

www.winstarfarm.com/Constellation

Olivia Desch – (513) 659-0217

Odesch@winstarfarm.com