

# TRACKBRED

OFFICIAL JOURNAL OF HARNESS BREEDERS (VIC) INC.

**The award-winning journal, *Trackbred*, with high-quality journalism focusing on Standardbred breeding but also the wider harness racing industry, is changing.**

Each issue features stories, interviews and profiles with a focus on breeding - everything from the big events to the hobby breeders who make our industry what it is, from future changes that will impact breeders to historical features of interest.

Updates and reminders for breeders about events, policy changes and more, as well as the feature Yearling Sales edition early in the year.

Now a dynamic monthly publication, *Trackbred* digital provides even greater value to advertisers:

- Linkable ads to take readers directly to your website or offering.
- Direct circulation of over 700 from across Australasia, including all of Harness Breeders Victoria members - and rapidly growing!

- *Trackbred* now also accessible through HBV's strong social media platforms and website, adding thousands of extra viewers to your advertisement.
- Increased reach with readers able to share *Trackbred* with non-subscribers.

Breeders in Victoria alone spend over **\$60Mill** each year in the production and management of their bloodstock - this is your unique opportunity to reach them directly.

All advertisements can be URL linked - please provide your preferred web page link on the booking form.

Payment terms: Invoice due seven days from issue.

Bookings must be confirmed no later than six weeks prior to the edition you wish your advertisement to appear in.

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**For more information, please contact Darren**  
**0400 309 902 or [sales@vicharnessbreeders.org.au](mailto:sales@vicharnessbreeders.org.au)**

## TRACKBRED - ADVERTISEMENT RATE CARD

AD SIZE	CASUAL	3 MONTH BOOKING	12 MONTH BOOKING
HALF PAGE (front cover feature)	\$440	\$420	\$400
FULL PAGE	\$550	\$525	\$500
HALF PAGE	\$330	\$315	\$300
QUARTER PAGE	\$220	\$210	\$200
STRIP AD	\$165	\$157.50	\$150

**Advertisement prices include GST.**  
**Prices are per advertisement, per month.**



### FOR MORE INFO CONTACT:

DARREN AITKEN  
0400 309 902  
[sales@vicharnessbreeders.org.au](mailto:sales@vicharnessbreeders.org.au)

Email - complete and send booking form to [contact@vicharnessbreeders.org.au](mailto:contact@vicharnessbreeders.org.au)  
Phone - contact Darren on 0400 309 902 to place your booking direct

# TRACKBRED - ADVERTISING SIZING GUIDE

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## AD SIZE

## AD DIMENSIONS

FULL PAGE

270mm x 190mm

HALF PAGE  
Vertical

270mm x 93mm

HALF PAGE  
Horizontal

133mm x 190mm

QUARTER PAGE  
Vertical

133mm x 93mm

QUARTER PAGE  
Horizontal

65mm x 190mm

STRIP AD  
Horizontal

54mm x 190mm



DARREN AITKEN  
0400 309 902  
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FOR MORE INFORMATION: [www.vicharnessbreeders.org.au](http://www.vicharnessbreeders.org.au)