

# THE OFFICIAL MAGAZINE OF CHURCHILL DOWNS INCORPORATED

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MEDIA KIT

It all started with a horse race for 3-year-old Thoroughbreds on a Saturday in May more than a century ago. And since that first Kentucky Derby in 1875, Churchill Downs Incorporated (CDI) (NASDAQ: CHDN) has grown into a global company while never losing sight of our flagship event, the iconic Kentucky Derby.

Churchill Downs Magazine is the official complimentary publication of Churchill Downs Incorporated. Produced biannually, Churchill Downs Magazine offers our readership an inside glimpse into the world of Thoroughbred racing. Known as “the sport of kings,” Thoroughbred racing is also now the sport of Hollywood, culinary and sports celebrities, of elite fashion designers, scions of the industry, of artists inspired by the sport and its spectators, of a charity circuit running parallel to the track and, of course, of the breeders, trainers, owners and jockeys of the world’s finest equine bloodlines.



Through exclusive interviews and photos, Churchill Downs Magazine takes readers on an exquisite journey through these diverse worlds. We invite those of you who

are leaders, marketers and advertisers to partner with us by uniting your brands with the very best in sports, entertainment, cuisine, distilling, fashion, millinery, jewelry, art and Thoroughbred racing.

Much has changed as CDI has evolved from one racetrack in Louisville, Kentucky, to an international, publicly traded company with racetracks, casinos and the United States’ leading online wagering company among its growing portfolio of successful businesses. We can’t wait to see what happens next!

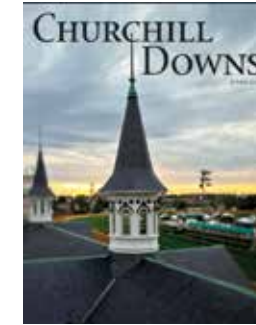
*Bill*

**William C. Carstanjen**  
Chief Executive Officer

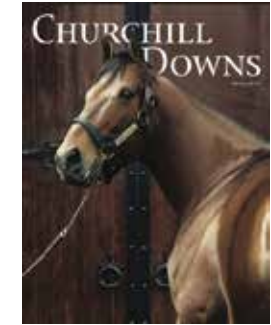
Each spring and fall, 40,000 copies of Churchill Downs Magazine are distributed through direct mail to leading professionals in the Thoroughbred industry, including owners, breeders and field experts. The vast Churchill Downs network reaches across the country and includes our corporate partners, all major racetracks, Derby ticket holders, racing enthusiasts and social gaming fans, all of whom receive copies of each issue.



Additionally, Churchill Downs Magazine is available at all CDI properties, including casinos and racetracks in Chicago, Florida, Louisiana, Maine, Mississippi, Ohio and Seattle.



SPRING 2015

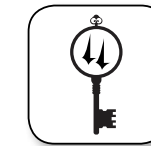


SPRING 2016

To receive your copy of Churchill Downs Incorporated Magazine, visit:

[www.ChurchillDownsIncorporated.com](http://www.ChurchillDownsIncorporated.com).

## APP USERS



Download our exclusive app “**Club 1875**” to stay in the know, on the go.

**The lifestyle  
of  
racing.**



<b>RATES</b>	<b>2X</b>
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<b>QUARTER PAGE</b>	<b>\$1,400</b>
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<b>INSIDE FRONT OR BACK COVER SPREAD</b>	<b>\$8,000</b>
<b>OUTSIDE BACK COVER</b>	<b>\$8,000</b>

Distributed nationally, Churchill Downs magazine covers a multitude of topics surrounding the Thoroughbred horse racing industry. From fashion to food to a day at the races, Churchill Downs delivers all you need to know, no matter how near or far you are from the Twin Spires.

**SPECIAL PLACEMENT**

- Inside Front Cover
- Inside Back Cover
- Two-Page Spread
- Back Cover

**FILE FORMAT**

All materials should be created in a page layout program. Adobe InDesign is the optimum industry standard. Ads created in Microsoft Publisher or Word will not be accepted. Files should be submitted as PDFs compatible with Acrobat 4.

**COLOR REQUIREMENTS**

Submit all materials in CMYK format. If RGB or Pantone (Spot) colors are used, we are not responsible for any problems associated with the printing of your ad. All blacks used should be single channel black. Use colors with a large combination of CMYK values (such as brown & dark orange) with caution.

**PHOTOGRAPHS**

For our publication, 300 dpi and higher is acceptable for photographs. DPI stands for "dots per inch," or how many pixels make up each square inch of the photo or file.

Photos submitted below 300 dpi are subject to "pixellation" and we are not responsible for the poor printing quality of your images.

**LOGOS**

Logos must be submitted in vector format. Vectors are files that are made up of paths rather than pixels, so they are never low-resolution. Example vector formats: AI, EPS or PDF. Logos submitted as JPGs will only be accepted if they are at least 300dpi when no vector option is available.

**QUALITY STANDARDS**

Our publishing staff makes every effort to ensure the accuracy and quality of the materials we receive. Reproduction standards for magazine publishing are strictly maintained within the parameters of the print requirements. In our experience, and the performance record of almost any business, good review of final material and adherence to requirements is the best strategy for achieving quality results. If you need any help in creating your ad or have questions in regard to ad reproduction, please feel free to contact your account executive.

**FULL PAGE**  
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**HALF PAGE**  
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**QUARTER PAGE**  
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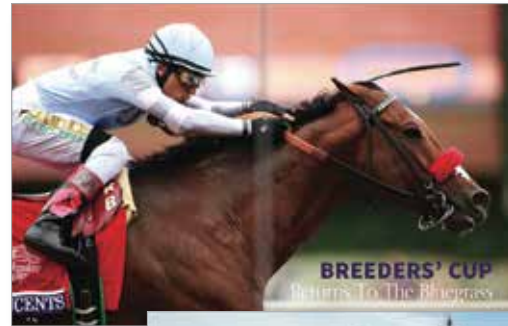
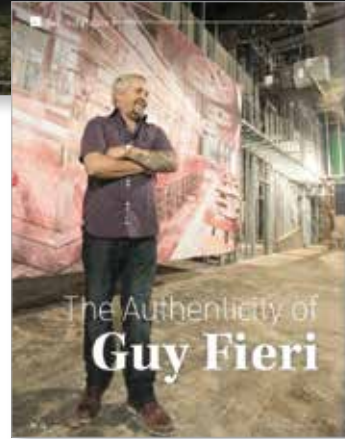
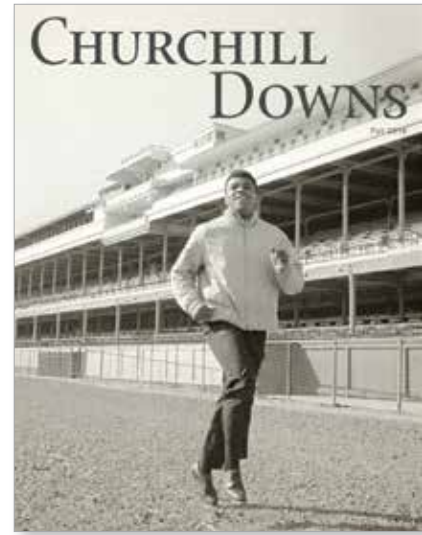
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**Final artwork must be received by: Spring – March 8 • Fall – September 6**  
**All ads to be emailed to: advertising@redpinmedia.com**

**spring & fall pricing**





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