Churchill Downs Magazine is the official source to deliver Derby to the door of your target audience all year.

Partner with us to add “iconic” to your brand.
Churchill Downs Magazine has a national footprint, reaching Derby fans and bucket-list enthusiasts from all across the country, but a heart that is purely Louisville, KY. Whether targeting for tourism or building a loyal local customer, our publication can connect you with your target audience.

While the content is timely and relevant, each issue is evergreen and considered part of a collection that remains on display and in guest rooms, gift baskets and premier lounges far beyond a traditional magazine shelf life, creating lasting impressions for your business.

Let's explore collaborative and customizable opportunities to tell your story in the most iconic and unforgettable way.
Our Readers

Our readership consists of luxury-loving and adventure-seeking consumers with the highest discretionary income in any economy. We are eager to deliver these discerning and affluent tastemakers to your business.

<table>
<thead>
<tr>
<th>Audience</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women</td>
<td>45%</td>
</tr>
<tr>
<td>Men</td>
<td>55%</td>
</tr>
<tr>
<td>Age 45-54</td>
<td>25%</td>
</tr>
<tr>
<td>Net Worth &gt;$2M</td>
<td>37%</td>
</tr>
<tr>
<td>Live Within 110 miles of Louisville</td>
<td>68%</td>
</tr>
<tr>
<td>Drive a Luxury Car</td>
<td>43%</td>
</tr>
<tr>
<td>“Prosperous Parents”</td>
<td>27%</td>
</tr>
</tbody>
</table>

- Spend average of $524 on special event attire per event
- Spends $3,070 on live arts and sports events annually (per person in household)
SPRING/
DERBY 150 ISSUE
An insider’s view into the preparation, participation and pageantry surrounding the First Saturday in May illustrating why the “Most Exciting Two Minutes in Sports” is also the most exciting season for flavor, fashion and fun.

DERBY REVIEW
Your favorite Kentucky Derby moments turned into lasting memories to revisit again and again. The most fabulous parties, the most famous guests and the most fascinating moments are captured and chronicled.

FALL ISSUE
Filled with equestrian excellence. Whether previewing Breeders’ Cup or peaking into what’s happening under the famed Twin Spires, our fans will be prepared to plan a trip, place a bet or put their best foot forward for a day at the races.

Pick 1- Spring, Summer OR Fall Magazine Ad: $1,800
Pick 2- Spring, Summer OR Fall Magazine Ad: $3,000 ($600 Savings)
Pick 3- Spring, Summer AND Fall Magazine Ad: $3,500 ($1900 Savings)
Derby Review Issue Magazine Ad ADD ON: $500
Distribution

With a combination of direct mail and targeted distribution to:

- Churchill Downs Private Club Members
- Kentucky Derby Premium Ticket Holders
- Hotel Guest Rooms
- Derby Galas
- Local Businesses
- Special Events

- High Traffic Areas
  - Muhammad Ali International Airport
  - Visit Horse Country Key Locations
  - Bourbon Tour Partners
  - Local Museums
  - Private Aviation Lounges & Membership-Only Clubs

Digital Edition

A digital edition of the magazine (with your website linked to your ad) is always at your fingertips on ChurchillDownsIncorporated.com
We’d love to partner with you to add “iconic” to your brand.