

# CHURCHILL Downs

M A G A Z I N E

KENTUCKY DERBY.

150 

**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

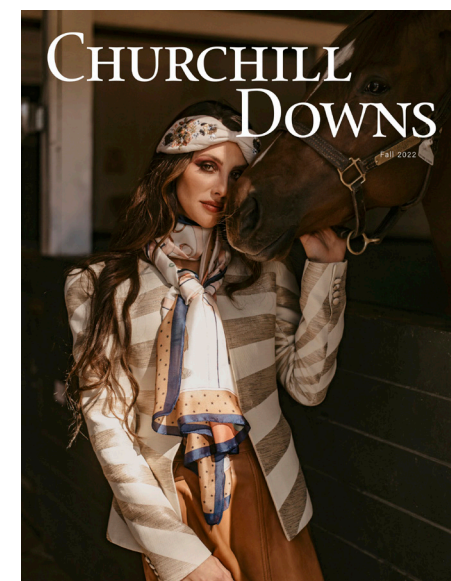
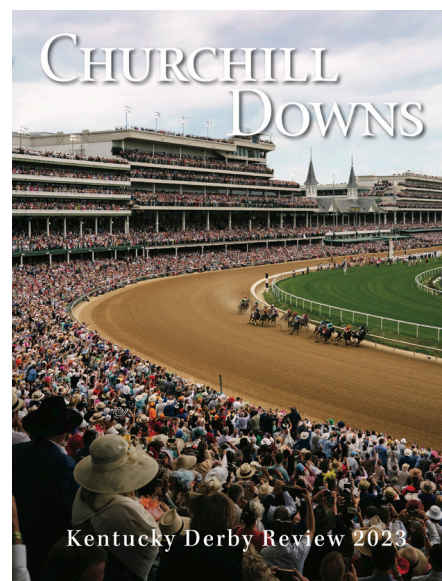
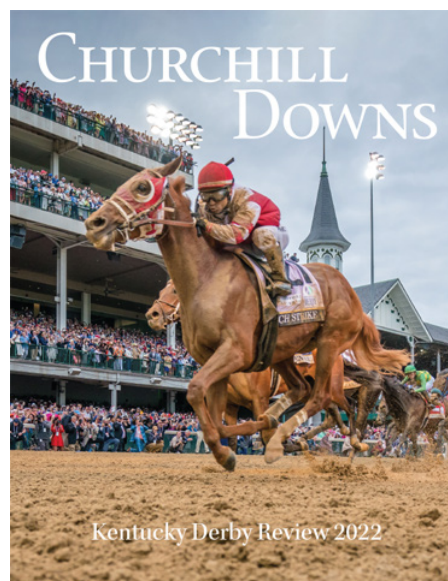
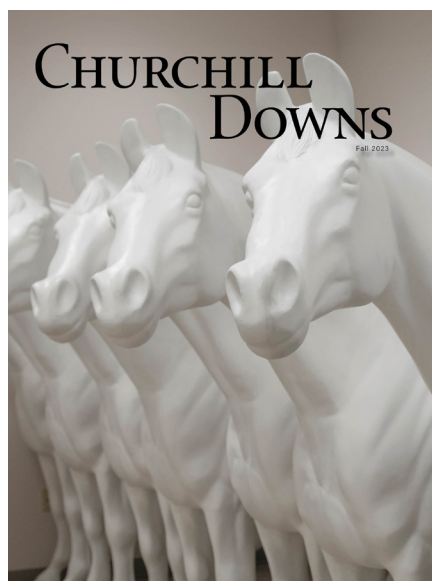
## M A G A Z I N E

KENTUCKY DERBY<sup>®</sup>  
150

**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.







65,000  
readers  
PER ISSUE

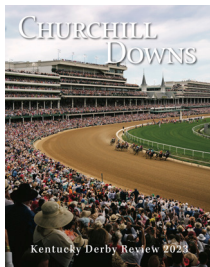
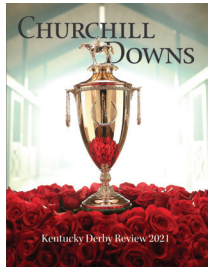
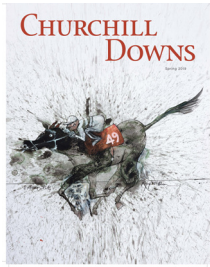
99%  
PICK UP RATE

## 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.

	%	Audience
Women	45%	29,250
Men	55%	35,750
Age 45-54	25%	16,250
Net Worth >\$2M	37%	24,050
Live Within 110 miles of Louisville	68%	44,200
Drive a Luxury Car	43%	27,950
“Prosperous Parents”	27%	17,550
- Spend average of \$524 on special event attire per event		
- Spends \$3,070 on live arts and sports events annually (per person in household)		

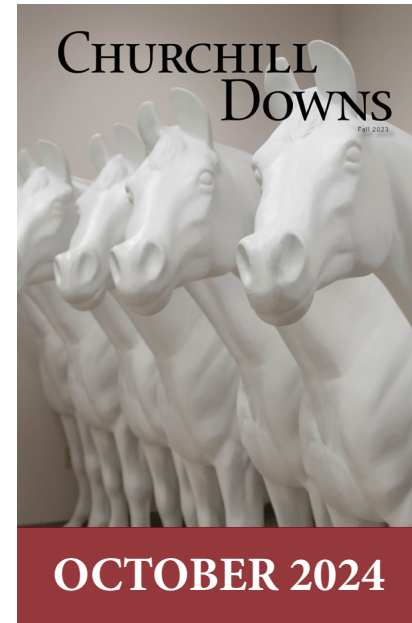




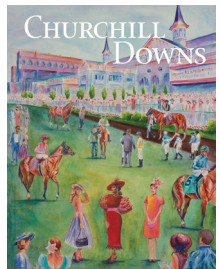
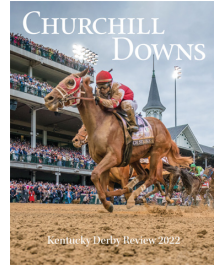
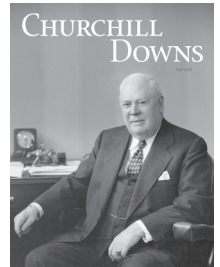
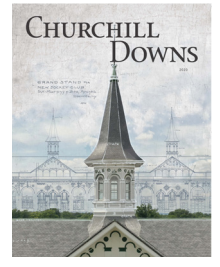
**SPRING/  
DERBY 150 ISSUE**  
An insider's view into the preparation, participation and pageantry surrounding the First Saturday in May illustrating why the "Most Exciting Two Minutes in Sports" is also the most exciting season for flavor, fashion and fun.



**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:	<b>\$1,800</b>
Pick 2- Spring, Summer OR Fall Magazine Ad:	<b>\$3,000 (\$600 Savings)</b>
Pick 3- Spring, Summer AND Fall Magazine Ad:	<b>\$3,500 (\$1900 Savings)</b>



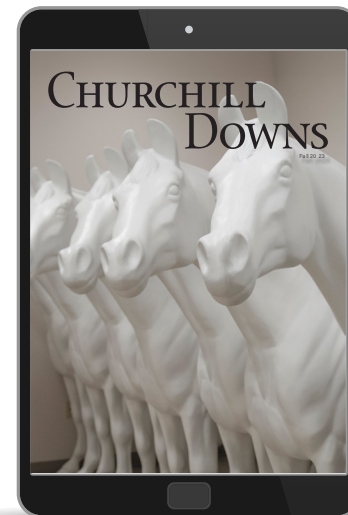
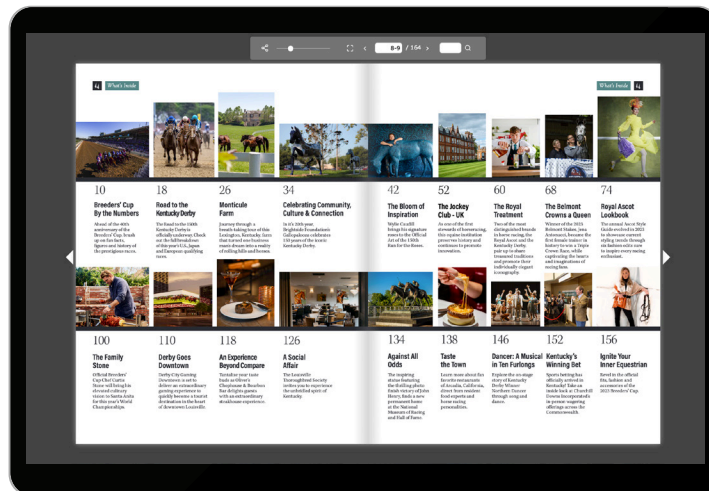
# Distribution

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](http://ChurchillDownsIncorporated.com)





# CHURCHILL DOWNS MAGAZINE

**INVEST IN SUCCESS**



**Breed and Race in Kentucky**



**LUCRATIVE OPPORTUNITIES**  
**\$165,428,337**  
Continued purse money (Association and KDRF) paid out hit an all-time high at Kentucky's five racetracks in 2022, following a previous benchmark of **\$124,198,944** set in 2021.  
**\$113,806\***  
Average purse per race in Kentucky outpaces all other leading racing jurisdictions, including Arkansas, New York, California, and Florida, and grew by **27% year over year**.  
**8.8\***  
Average field size in Kentucky, higher than Florida, New York, and California.

**REAP THE REWARDS**  
Over **\$200 million** has been distributed to Kentucky breeders since 2000, and with purse money soaring, the KDRF contributing nearly **\$16 million** to eligible breeders, the fullest fields in the country, and quality racing year-round, there is clearly no better time to race in the Bluegrass.  
\*The Jockey Club Kentucky Test Book

**BREED THEM, RAISE THEM, RACE THEM. WE ALL WIN.**

 Kentucky Thoroughbred Owners and Breeders, Inc.  
(859) 256-1643  
KentuckyBreds.com

 Kentucky Breeders Incentive Fund  
(859) 246-2887  
kbif.kdrf.org

## LIQUOR BARN™



**A KENTUCKY TRADITION.**

WINE, SPIRITS, & BEER DELIVERED.  
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**LIQUOR BARN**  
*Party Mart*  
Where Kentuckians go to celebrate life!  
[LiquorBarn.com](http://LiquorBarn.com)



Delivery available in Bowling Green, Danville, Elizabethtown, Fort Thomas, Lexington, Louisville, and Owensboro. Minimum order of \$25. Free delivery on all orders of \$50 or more. Must be 21+ to download the app and accept a delivery. Valid photo ID required.

### Magazine Ad Specs

Trim Size: 8.376" X 10.875"

Safe Margins: 0.5 inch

Bleed: 0.125 inch

PPI: 300 Minimum

Colors: CMYK

File Type: JPG, PNG or PDF

\*Export WITHOUT crop marks or printing marks on final document

### Design Services

Full Advertising Design Services are available for contract clients. Please inquire for cost and consultation.

### Production Contacts

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General Magazine Questions  
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We'd love to partner with you to add "iconic" to your brand.