CHURCHILL DOWNS
MAGAZINE

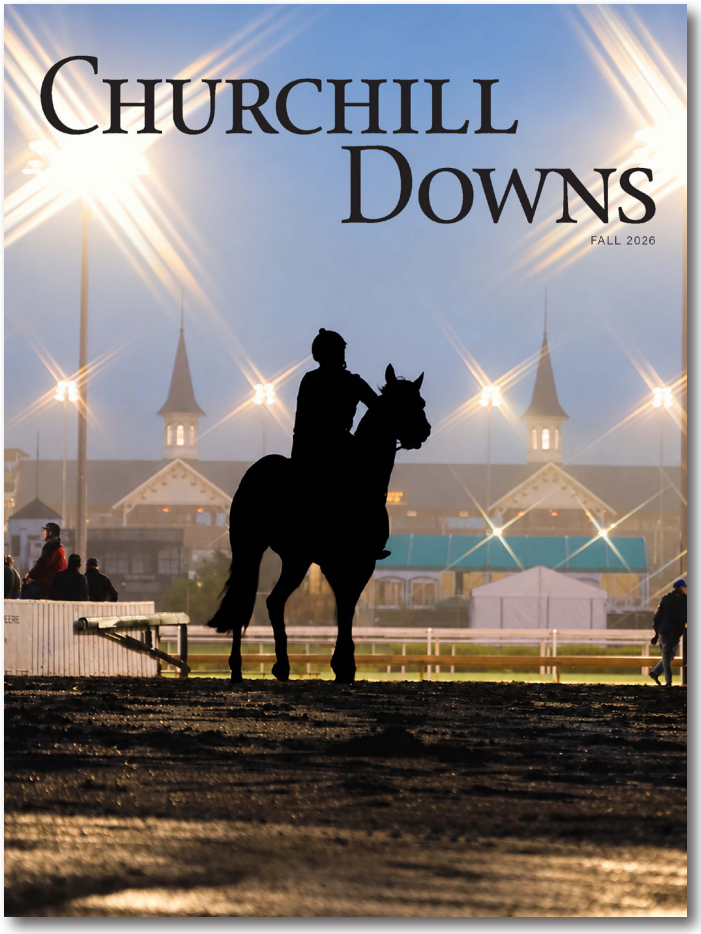
BE PART OF THE STORY

2027 Media Kit



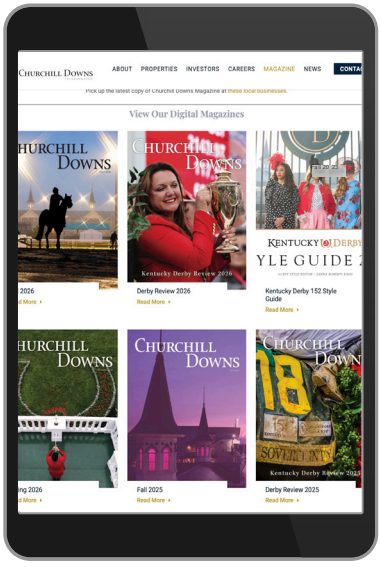
Churchill Downs Magazine is the official source to deliver the Kentucky Derby to the door of your target audience all year. Partner with us to add *"iconic"* to your brand.

Since 2015, Churchill Downs Magazine has brought the stories, people, places and experiences surrounding Churchill Downs and the Kentucky Derby to life. With a national footprint reaching Derby fans and bucket-list travelers across the country, the magazine remains rooted in the heart of Louisville, Kentucky. Whether your goal is reaching visitors from across the country or building loyalty with a local audience, our publication offers a unique opportunity to connect your brand with an engaged and passionate readership.



While each issue features timely and relevant content, Churchill Downs Magazine is designed to live well beyond its publication date. Issues become keepsakes, remaining on display and in guest rooms, gift baskets and premier lounges long after a traditional magazine would leave the shelf. That extended life creates lasting exposure and continued impressions for our advertising partners.

For more than a decade, we've celebrated the traditions, personalities and unforgettable moments that make Churchill Downs iconic. Let's explore collaborative and customizable opportunities to make your brand part of that story.





CHURCHILL DOWNS
MAGAZINE

AUDIENCE



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.

70,000+ readers
PER ISSUE
99%
PICK UP RATE

	%	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)

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

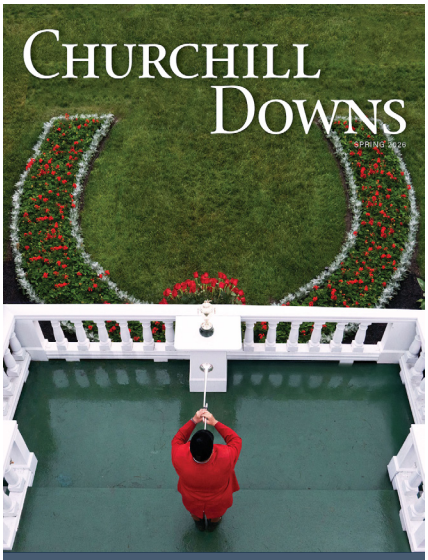
CHURCHILL DOWNS
MAGAZINE

RATES

More Issues. More Exposure. More Value.

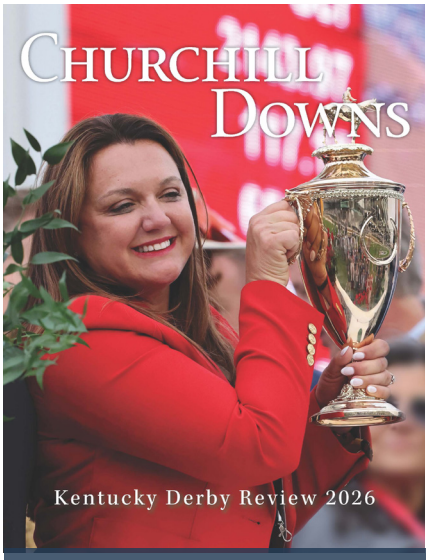
Extend your reach and maximize your investment by advertising across multiple issues of Churchill Downs Magazine. Advertisers who commit to multiple issues receive preferred rates, making it more cost-effective to maintain a consistent presence throughout the year.

Choose the frequency that works for your brand, from a single placement to a full-year presence across all three issues. The more issues you reserve, the more you save.



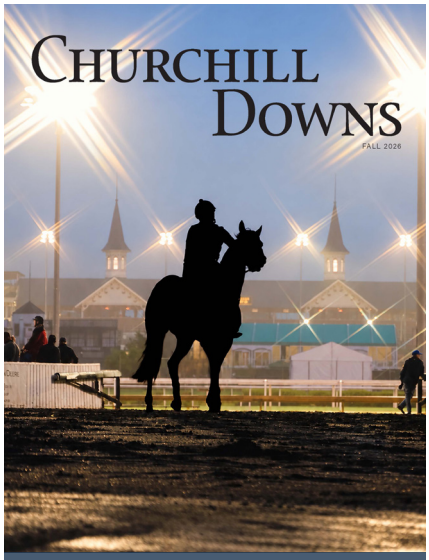
APRIL 2027

SPRING DERBY ISSUE
The ultimate preview of Kentucky Derby season, celebrating the fashion, flavor, traditions and excitement leading up to the First Saturday in May.



JUNE 2027

DERBY REVIEW
A look back at the unforgettable moments, celebrations, famous faces and highlights of Kentucky Derby Week.



OCTOBER 2027

FALL ISSUE
A celebration of racing, lifestyle and equestrian excellence, from Breeders' Cup excitement to what's happening beneath the Twin Spires.

Pick 1- Spring, Summer OR Fall Magazine Ad:	**$2,000**
Pick 2- Spring, Summer OR Fall Magazine Ad:	**$3,400** *($600 Savings)*
Pick 3- Spring, Summer AND Fall Magazine Ad:	**$4,000** *($2,000 Savings)*

Churchill Downs Magazine — AD SPECS

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





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

Production Contacts

Kelli Kinman
kelli.kinman@kyderby.com
502-780-2042

General Magazine Questions
magazine@kyderby.com

Design Services

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