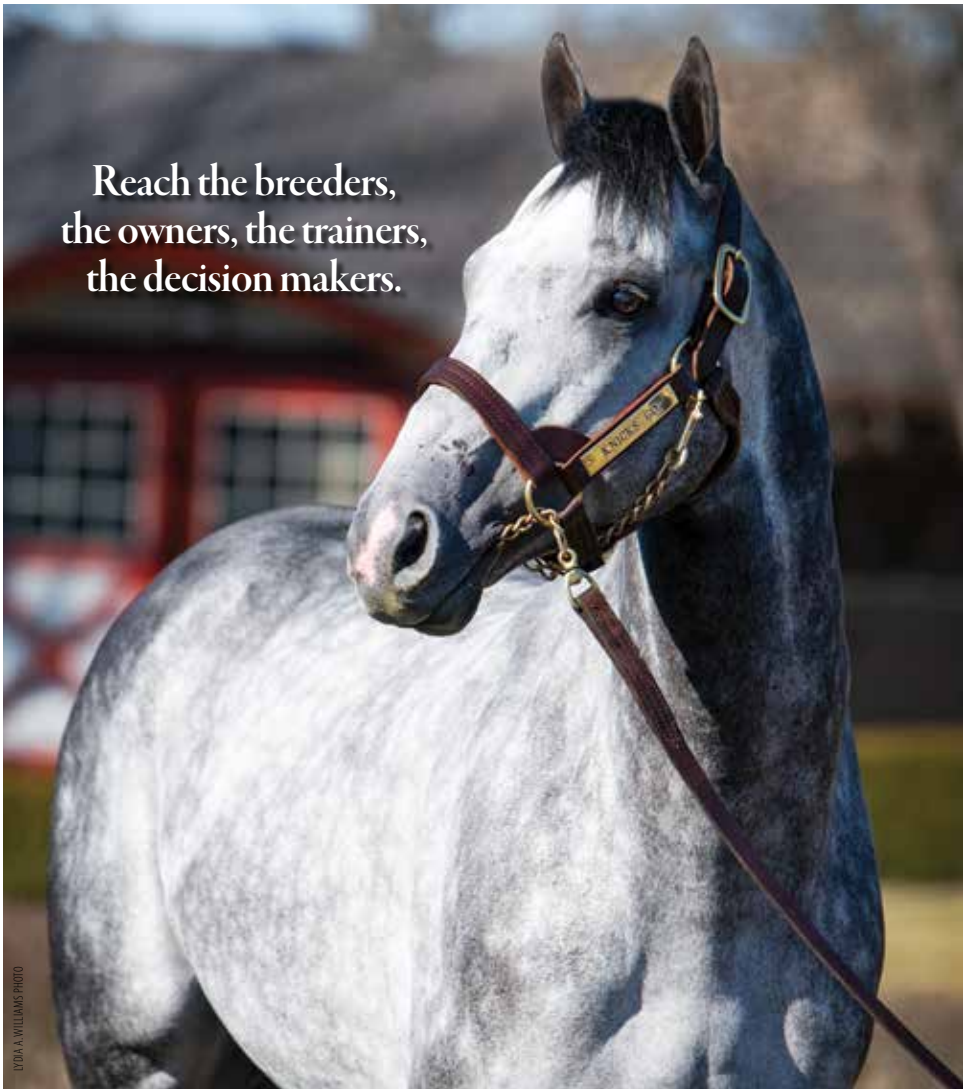
Mid-Atlantic Thoroughbred

A GREAT READ ABOUT THE REGION'S HORSES AND HORSE PEOPLE



Information and advertising rates effective November 2025

The leading source for coverage of Thoroughbred racing's most dynamic region

Our readers view Mid-Atlantic Thoroughbred as THEIR magazine, THEIR voice, and THEIR most important source of information.

That makes us an EXCELLENT MEDIUM for advertisers promoting goods and services in the industry.

Since our inaugural issue in 1991, *Mid-Atlantic Thoroughbred* has emerged as the most widely read source of Thoroughbred racing and breeding information for Mid-Atlantic horsepeople. Our in-depth, entertaining stories and regular features, combined with national award-winning photos and graphic design, have earned us a large and loyal following. Editorial focus is devoted exclusively to Thoroughbred racing and breeding in the Mid-Atlantic region.

Our readers study, consult, rely on and prefer Mid-Atlantic Thoroughbred. A recent face lift and editor with a sharp and witty attitude have readers raving.

REACH
EVERY OWNER, BREEDER AND TRAINER
IN THE REGION

Our circulation includes the members of state breed associations in nine states, owners and trainers licensed by state racing commissions in Delaware, Maryland, New Jersey, Pennsylvania, Virginia and West Virginia, and the membership of the National Steeplechase Association. Available in print and online, the monthly magazine is not only mailed to subscribers, but can be found in the racing secretary's office at every track, at the regional breed associations offices, and other prime locations.

TARGET MARKETING IS THE KEY TO SUCCESS

The eight-state Mid-Atlantic region encompasses a contiguous market for Thoroughbred racing and breeding. This regional market includes nearly 75,000 Thoroughbred horses, a concentration of breeding farms, stallions, major tracks and countless steeplechasing sites in an area of thriving breed incentive programs thanks to slots infused revenues.

That this vibrant regional market crosses and overlaps state borders is borne out both by the annual movement of broodmares to stallions within these states and by the almost-daily movement of race horses from tracks in one state to those in another.

DELAWARE

MARYLAND

NEW JERSEY

NORTH CAROLINA

PENNSYLVANIA

SOUTH CAROLINA

VIRGINIA

WEST VIRGINIA

About our readers:

91.5%
of our subscribers read four out of four issues

87%
have saved an issue for reference

Less than 10%
read the other regional horse magazines

93%
of our readers derive income from their horse related occupations and activities

22.35 horses
Average number owned or cared for by our readers

156-plus
Average acres owned

64.4% male
35.6% female
94% are over 40
98% use email & access the internet-88% daily

If your market is the Mid-Atlantic, *Mid-Atlantic Thoroughbred* is where you want to be.

By focusing on the Mid-Atlantic region, Mid-Atlantic Thoroughbred delivers your sales message directly to the key people who have an interest in your horses and horse products. Regional advertisers agree *Mid-Atlantic Thoroughbred* is the best way to reach Thoroughbred owners, breeders and trainers in the region.

"The *Mid Atlantic Thoroughbred* is the main publication for reaching breeders in the region. It's a must read for anyone in the horse business or interested in following the industry."
Jeb Hanum, Executive Director Virginia Thoroughbred Alliance

"The breeding and racing industries are very competitive, especially in the Mid-Atlantic region. Breeders and owners are looking to take advantage of the best incentive programs and reading the *Mid-Atlantic Thoroughbred* allows them to stay up to date with the latest news and information. This publication allows the Thoroughbred Breeders' Association of New Jersey to reach a broad audience and I know our members look forward to reading the magazine monthly."
Michael Campbell, Executive Director TBANJ

"There is no racing publication I enjoy reading more than the *Mid-Atlantic Thoroughbred*. It covers all the bases in the region when it comes to Thoroughbred racing. And it's enjoyable to read and full of information."
KING T. LEATHERBURY
LEADING TRAINER

"In my mind, *Mid-Atlantic Thoroughbred* is a top regional publication. It fills the void left by the nationals, whose news often has little or no bearing on what's going on in our area, and whose advertisers are located too far away for practical business dealings. "
MARK A. MCDERMOTT
PAST EXECUTIVE SECRETARY, PHBA

No other single Thoroughbred magazine reaches as many owners, breeders and trainers in the Mid-Atlantic region.

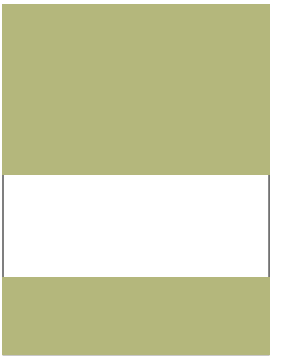
Advertising rates

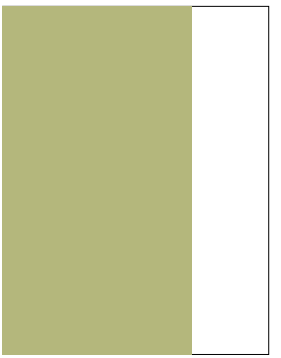
Effective with November 2025 issue

Black & White Rates				
Size	1x	3x	6x	12x
FP BW	800	760	720	680
2/3 BW	600	570	540	510
Half BW	500	475	450	425
1/3 BW	400	380	360	340
1/4 BW	250	237.50	225	212.50
1/8 BW	155	147.25	139.50	131.75
Per inch	55	52.25	49.50	46.75

Color Rates				
Covers, P1	1950	1890	1830	1770
FP 4C	1550	1510	1470	1430
2/3 4c	1350	1320	1290	1260
Half 4C	875	850	825	800
1/3 4C	775	755	735	715
1/4 4C	625	612.50	600	587.50
1/8 4C	255	247.25	239.50	231.75
Per Inch 4C	105	102.25	99.50	96.75

Pedigree pages – $600





Ad Sizes (width x height)

Full page (8.25 x 10.875" trim)
Image safety area (7.25 x 10")
Bleed allowance (8.5 x 11.125")

3/4 page
Vert (4.183 x 9.05")

Half page
Horiz (6.6 x 4.4166")
Vert (3.166 x 9.05")

One-quarter page
Horiz (6.6 x 2.092")
Vert (3.166 x 4.4166")

One-eighth
Business Card (3.166 x 2.092")

"As a reader, I find myself eagerly awaiting the arrival of the *Mid-Atlantic Thoroughbred*. Its coverage of the region in unequaled in the industry, and it offers unique insights into the issues faced by tracks, horsemen and breeders. As an advertiser, we believe the Mid-Atlantic Thoroughbred is the single best means of reaching our most important market, the Mid-Atlantic region."

JOSEPH P. (JOSH) PONS JR.
CO-OWNER/MGR., COUNTRY LIFE & MERRYLAND FARMS

MECHANICAL REQUIREMENTS FOR PRINT

Mid-Atlantic Thoroughbred is printed using an offset process at 200-line screen, perfect bound or saddle-stitch. Trim size: 8.25 x 10.875". Bleed size: 8.5 x 11.125". Recommended image area: 7.5 x 10". For full bleed, allow 1/8" on each side, top and bottom. Advertisers who place copy or artwork outside of the recommended image area do so at their own risk.

Preferred format: Hi-res PDF for print. Full page ads should have crop marks and bleed allowance as indicated in our mechanical requirements.

Spreads: Our workflow system requires spreads be set up as two (2) single pages.

Color rates
In addition to the black and white space rate, color charges are $235 for each extra color other than black. Color charges are discounted for partial page ads of half page or less at 50%.

Preferred position
Preferred positions (other than covers and page 1) may be obtained, subject to availability, for an additional 15 percent of the total space charge.

Classified rates
$7 per line, four line minimum. Estimated at 35 characters per line. $5 additional per insertion if name withheld and a drawer number used with MHBA address. Payment required with placement. Classified ads are not subject to any commissions or discounts. **Due 1st of month preceding month of publication.** Visa/MasterCard/Discover accepted.

Pedigree pages
Pedigree pages in the annual stallion directory are $600, not subject to any commissions or discounts. Pedigree pages created for other usage, $300.

Agency discounts
Commissions are allowed, based on 15 percent of the total space and color charges only, to recognized advertising agencies which supply insertion orders and suitable materials or files, and which assume responsibility for payment. Suitable materials are digital files as described in our digital specifications. Advertisements supplied in non-standard formats are not commissionable. **If any account is not paid within forty-five (45) days from the date of billing, the agency commission is forfeited.**

Production and processing charges
Advertisers and/or agencies are responsible for all charges incurred in the production of their advertisements including, but not limited to, purchase of photographs and color separations, computer printouts, artwork, typesetting, negatives converted to digital, changes on supplied materials, copy dot scanning, and all additional costs incurred in the production of the advertisement. Usage fees for images copyrighted by individual photographers vary according to the artist.

Electronic Transmissions
Files can be sent e-mail to: breightler@marylandthoroughbred.com. Files too large to email can be sent via DropBox, or other similar transmit service or on disk to Mid-Atlantic Thoroughbred, 321 Main St., Reisterstown, MD 21136.

Materials Deadline
Space reservations and insertion orders **due the first of the month preceding the publication month**. Materials due 5th of month preceding month of publication.

Issuance
Published monthly, except August.

EDITORIAL CALENDAR

MONTHLY FEATURES: Starting Gate, Trackside, Post Time, Beyond the Oval, Past Time, and individual state breed organization newsletters from Maryland, New Jersey, North Carolina, Pennsylvania, South Carolina, Virginia and West Virginia.

Our important **ANNUAL REFERENCE GUIDES** are included in 11 monthly issues:

January ..... Stallion Issue
March ..... Breeding Issue
..... **STATISTICAL REVIEW**
..... **AUCTION REVIEW**
June ..... Steeplechase Issue
July/August ..... Triple Crown coverage
September ..... Haskell & Del Cap coverage
October **MARYLAND MILLION PREVIEW**
December **STALLION DIRECTORY**, Maryland Million and WV Classics coverage

Digital Advertising

MidAtlanticTB.com

Banner ad:
$250 per month; $2,500 for 12 months.
800 pixels wide x 150 pixels deep

E-Blasts:
To our Mid-Atlantic TB Club members
$500 per e-blast

Maryland Horse Weekly:
Reach all the MHBA subscribing members plus more with our weekly digizine. Full page and half page sizes available.
$100 full page, $80 half page

Terms and conditions

Mid-Atlantic Thoroughbred is published by the Maryland Horse Breeders Association (MHBA). All advertisements are subject to approval and may be rejected without prior notice at any time and for any reason. The MHBA, as publisher, is not responsible for any claims or suits relating to publication of advertisements based on information supplied by the advertiser or agency.

All advertising accounts are payable within thirty (30) days from the date of the original statement. A two (2) percent discount is allowed on accounts fully paid within ten (10) days from the date of the original statement.

Any advertising account balance thirty (30) days or older will incur a one and one-half (1½) percent service charge per month. Any advertiser or agency with a balance due for more than sixty (60) days shall be denied credit for new ads until the overdue balance is paid. A service charge of $15 shall be made for any returned check.

The MHBA reserves the right to require payment in advance from agencies or advertisers with poor credit histories, regardless of account status. New advertisers shall be required to pre-pay advertisements placed prior to establishing credit and/or submitting a credit application, subject to approval by the MHBA.

The MHBA reserves the right to bill an advertising agency's client directly for any overdue accounts..

Any advertisement scheduled for insertion for which materials are not received by the appropriate deadline and therefore are not printed shall be billed at fifty (50) percent of the space rate, including preferred position charges if applicable. Space deadline is the 25th of the month, two months preceding month of publication. Materials deadline is the 1st of the month preceding publication, and the classified deadline is the 1st of the month preceding month of publication. Advertising submitted and ordered in accordance with the deadlines cannot be canceled after such deadlines.

No condition, printed or otherwise, appearing on the contract order or copy instructions of advertisers or their advertising agencies which conflict with the terms and conditions of this contract shall be binding on the MHBA, and any attempt to alter such terms and conditions shall be treated as a request only.

The MHBA shall not be liable for delays in performance, non-performance, delivery, and/or non-delivery, caused by events or conditions beyond the control of the organization. In the events of errors or omission, in whole or in part, the MHBA shall not be liable for damages in excess of the amount of the charges paid for space.

All advertisements are accepted and published on the representation that the advertisers and/or agencies are properly authorized to published the contents and subject matter thereof. It is understood that the advertisers and/or agencies shall indemnify and hold the MHBA harmless from any claims or suits for libel, invasion of privacy, plagiarism, copyright infringement or other such claims or suits relating to the publication of such advertisement. The advertiser and/or agency shall reimburse the MHBA for any amount paid by the MHBA in settlement of claims or in satisfaction of judgements obtained by reason of publication of any advertisement together with all expenses incurred in connection therewith, including but not limited to attorneys' fees and costs of litigation.

All advertising rates and provisions are subject to change without notice. The MHBA shall not be liable for errors made in corrections requested by advertisers or agencies after the materials' submission deadline. The word "advertisement" will be placed above or below any copy which, in the opinion of the MHBA, resembles editorial matter.

The MHBA reserves the right not to publish any advertisement which, in the opinion of the publisher, is inappropriate. The MHBA shall have the right to omit any advertisement when the space allotted to advertising in a particular issue has been filled. In addition, the MHBA reserves the right to limit the amount of space any advertiser may use in any one issue.

Mid-Atlantic
Thoroughbred

321 Main Street, Reisterstown, MD 21136
(410) 252-2100
www.MidAtlanticTB.com