

# FACTS & FIGURES

## CIRCULATION/DISTRIBUTION/ADVERTISING CLIENTS

*The HorsePlayer Magazine* wants to help you attract more business. We do this by delivering **50,000** copies nationwide to horse racing enthusiasts on a bi-monthly basis. Our distribution outlets (always independently verifiable) include:

- **Subscribers in every state.**
- **Major race tracks around the country.**
- **Major race book casinos in Las Vegas, Reno and Atlantic City.**
- **In-room hotel distribution for Kentucky Derby & Breeders' Cup.**
- **Industry specific tradeshow and symposiums.**
- **Special mailings for marketing partners.**

### TOTAL CIRCULATION BREAKDOWN BY REGION

- **West: 33%**
- **East: 25%**
- **Midwest: 28%**
- **South: 13%**
- **Foreign: 1%**

### PARTIAL CLIENT LIST

America TAB  
Arlington International Racecourse  
AQHA  
Autotote Enterprises  
Bally's  
BRIS/TSN  
Breeders' Cup  
Brunton Binoculars  
Churchill Downs  
Coast Resorts  
Del Mar

Four Seasons  
Gulfstream  
Lexus  
Marriott  
MGM Grand  
Mohegan Sun  
NTRA  
Reno Hilton  
Santa Anita Park  
TVG  
You Bet.com