

theracingnetwork.co.uk



mediainformation

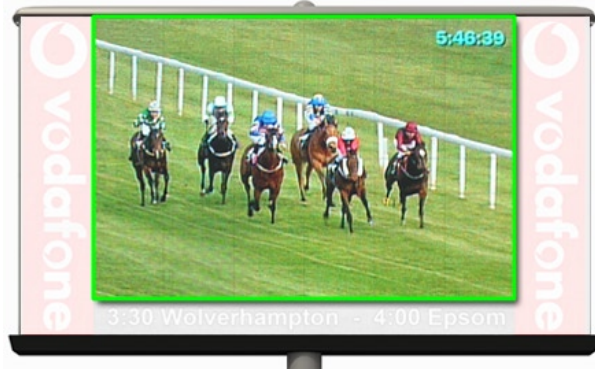
The Racing Network...

- Offers dynamic advertising opportunities on giant LED screens at racecourses across the UK
- Covers 42 UK racecourses - that's over 60% of UK racecourses
- Features over 500 racing days in 2009
- Gives you the chance to associate your brand with some of the UK's leading sporting events
- Features the world's largest mobile LED screens
- Allows you to promote your brand to an annual audience of nearly 4 million



The Opportunities

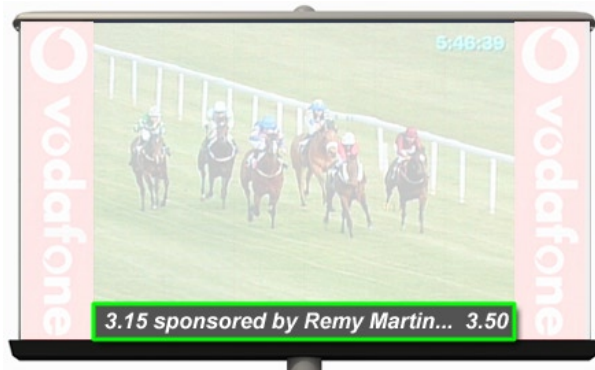
Main Screen Advertising



Video spots available in pre-defined and regular ad breaks throughout the course of the meet

UP TO 90 SECS / 6+ SPOTS PER DAY

Dynamic Banner Advertising



Further LED real estate allows sponsorship and promotional messages throughout programming

ROTATION THROUGHOUT DAY (up to 4 sponsors)

Dynamic 'Skyscraper' Advertising



Live, full colour LED promotional space flanking the main screen content allows you to port web advertising directly to the big screens! Share campaigns easily across different media.

ROTATION THROUGHOUT DAY (up to 4 sponsors)

Truck-side Branding



Enormous static promotional space gives a fantastic advertising opportunity, hugely visible to all throughout the meet, in giant 13m x 3.5m format

PERMANENT THROUGHOUT MEET

The Venues

Course	Av. Attendance	Course	Av. Attendance
Aintree	20,956	Musselburgh	2,499
Ascot	22,995	Newbury	6,870
Ayr	4,225	Newcastle	3,846
Bath	2,843	Newmarket	9,530
Beverley	4,077	Nottingham	1,610
Brighton	1,721	Perth	4,266
Carlisle	2,739	Plumpton	1,934
Catterick	1,816	Pontefract	5,044
Cheltenham	24,498	Redcar	2,807
Chepstow	3,054	Salisbury	3,477
Doncaster	6,646	Sandown Park	6,060
Epsom	28,724	Sedgefield	1,532
Exeter	1,849	Stratford-upon-Avon	3,036
FFos Las	10,000*	Taunton	1,818
Gt Yarmouth	2,475	Thirsk	4,009
Hamilton Park	3,085	Towcester	4,285
Haydock	6,917	Uttoxeter	5,284
Huntingdon	2,237	Warwick	1,903
Kempton	1,430	Wetherby	4,443
Leicester	1,252	Wincanton	3,312
Ludlow	1,705	York	18,483

* FFos Las opened Aug 09 - figure quoted is course capacity

All courses have at least one mobile LED screen for every meet.

Many races have additional screens, with up to 14 for premium festival meets (Grand National, Cheltenham Festival, Epsom Derby etc.). Please call for further details.



National and Local Representation

The Racing Network offers exceptional opportunities for both nationwide and local advertisers.

National advertisers get the benefit of nationwide coverage from a single point of contact as well as significant cost savings when booking multiple venues.

The Racing Network also presents excellent opportunities for smaller companies wishing to promote themselves to a more local audience, with campaigns available on a per-course basis.

Production

Static Banner Advertising

All campaigns booked featuring dynamic skyscraper and banner advertising receive complementary advert production as part of the booking. Logos to be supplied as hi-res tif/jpeg or eps.

Main Screen Advertising

If you have existing advertising, iCONIC LED screens can accept content in a variety of standard television formats.

Alternatively, we offer a full production service from ADI's in-house Production studios, including filming, scripting and full graphics creation, at extremely competitive rates. Please call for further details.



The Racing Market

- Behind football, Racing is - by some margin - the second most popular sport in Britain, with an annual racing audience of just under 6 million. This figure has gone up by some 20% since 2000.
- Major race meetings form an integral part of the UK sporting calendar. Four of the top eight most attended events are race meets (see table).
- Over £10bn is bet annually off-course, with a further £120 million bet with the Tote on-course.

Top 8 most attended UK sporting events

Event	Attendance
Wimbledon	457,000
Royal Ascot	275,000
Cheltenham Festival	225,000
The Open Championship	200,000
Silverstone FI GP	195,000
Badminton Horse Trials	165,000
Aintree Grand National	145,000
Epsom Derby	140,000

The Racegoer

- **5.7 million** people went racing in the UK in 2008.
- **Nearly half** of these fall into the high-earning **ABC1** demographic and almost a **third** (28%) are female
- Racing attracts a **broad range of ages** with some 42% of racegoers being between 35-54, 29% aged 55 or over and the remaining 29% aged between 16-34.
- Around **65%** of all racegoers only attend a race meeting once a year - this ensures a **wide reach** for Racing Network advertisers.
- Racing is a **social event**; around two thirds of racegoers go racing with a group of friends or family.

Racegoers by Age Group

