

Trainer

European Edition

2024 MEDIA PACK



THE QUARTERLY MAGAZINE FOR THE TRAINING
AND DEVELOPMENT OF THE THOROUGHBRED

IN PRINT / DIGITAL / ONLINE

OUR MAGAZINE



European Trainer (established in 2000) is the quarterly magazine for the training and development of the thoroughbred.

Published just four times a year, copies of the magazine are direct mailed to trainers as well as an increasing number of owners and breeders across Europe.

Each copy of the magazine is read by an average of 3.5 people during its shelf life – thus giving an average readership of **over 12,500 per issue**.

Since 2021, our print subscription base for the magazine **increased by 16.27%** – showing that demand for a quality print product is greater than ever.

Many of these new subscribers were introduced to the magazine through our digital platforms which have since 2021 enjoyed a **near 200% increase in users**.

Why the growth? Well that's easy, the magazine is a **quality glossy publication** which includes features and articles of interest to better the training and development of the thoroughbred racehorse.

Readers tell us they look forward to receiving the magazine as it's simply **one of a kind publication**.

It's A MUST READ for anyone serious about the training and development of the thoroughbred.

OUR PRINT DISTRIBUTION

EUROPEAN TRAINER IS:

- The official magazine of the **European Trainers' Federation.**
- Distributed to the following ETF member countries across Europe with 10 or more readers per country:



- **Average issue circulation ETF members**

(Updated November 2023)

Austria	–	18	Netherlands	–	16
Belgium	–	98	Norway	–	34
Czech Rep.	–	74	Poland	–	31
France	–	237	Slovakia	–	24
Germany	–	128	Slovenia	–	19
Hungary	–	14	Spain	–	41
Ireland	–	397	Sweden	–	44
Italy	–	205	UK	–	578

- In addition, the magazine is also circulated as follows:

- + **50 copies** to Turkish trainers.
- + **(approx) 170 copies** to countries with less than ten readers per country.
- + **(approx) 1,150 copies** distributed to subscribers / professional keepers of horses / trade suppliers per issue.
- + **(approx) 100 copies** at free of charge / trade events.
- + **(approx) 110 copies** from subscription renewals (between publications).
- + **(approx) 100 copies** through racing schools.
- + **(approx) 150 copies** per issue to the member countries of the European Mediterranean Horseracing Federation.

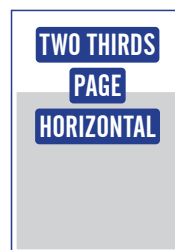
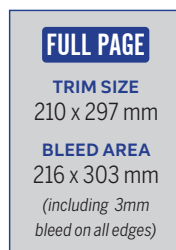
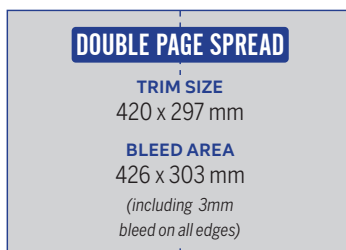


OUR PRINT ADVERTISING RATES

ADVERT SIZE	1 x Insertion PRICE PER INSERTION	2 x Insertion PRICE PER INSERTION	3 x Insertion PRICE PER INSERTION	4 x Insertion PRICE PER INSERTION
Double Page Spread	£2,385	£2,250	£2,150	£2,070
Prime Page	£1,495	£1,395	£1,340	£1,275
Main Editorial Page	£1,375	£1,310	£1,245	£1,185
Late Page	£1,275	£1,195	£1,140	£1,080
Prime 1/2 Page	£790	£750	£715	£675
Main Editorial 1/2 Page	£745	£710	£675	£645
Other 1/2 Page	£645	£595	£575	£545
Main Editorial 1/3 Page	£545	£515	£495	£465
1/4 Page	£425	£400	£375	£350
Inserts (3.5k minimum)		From 25p per mailed copy		Prices exclude VAT where applicable

OUR PRINT SPECIFICATIONS

European Trainer is printed 4 colour process throughout on quality gloss paper and perfect bound.



PLEASE NOTE:
 TRIM AND BLEED NEEDS TO BE APPLIED TO FULL PAGES ONLY
 ADVERTS NEED TO BE SUPPLIED IN PDF FORMAT ONLY



ALL HIGH RESOLUTION PRINT READY ADS NEED TO BE SENT VIA EMAIL TO ADS@ANDERSON-CO.COM

OUR READER STATISTICS

*Survey conducted February - May 2019

AVERAGE PRINT
CIRCULATION

3,600

AND READERSHIP
NOW EXCEEDS

12,500

EACH READER TRAINS
AN AVERAGE OF

23

THOROUGHBREDS

54%

OF TRAINERS
RENT THEIR YARD

46%

OWN THEIR YARD

European Trainer
readers train over

75,000

THOROUGHBREDS

TRAINER
REPRESENTATION:

44%

DUAL PURPOSE

41%

FLAT ONLY

15%

JUMPS ONLY

The average reader
will spend over

**£1,400/
€1,800**

per quarter on: farriery,
hard feed, supplements,
hay & bedding per horse

THE AVERAGE AGE OF
TRAINERS WHO RECEIVE
EUROPEAN TRAINER IS

49 YEARS
OLD

43%

OF TRAINERS WILL
UPGRADE THEIR
FACILITIES EVERY YEAR

46%

OF READERS
TRAIN BETWEEN

1-50

HORSES

OUR 2024 DEADLINES

2024 DEADLINES	BOOKING DEADLINE	MATERIALS DEADLINE	MAGAZINE ONLINE	PRINT COPIES RECEIVED FROM
ISSUE 84 JANUARY – MARCH 2024	MONDAY DECEMBER 11TH 2023	WEDNESDAY DECEMBER 13TH 2023	FRIDAY DECEMBER 15TH 2023	FRIDAY DECEMBER 22ND 2023
ISSUE 85 APRIL – JUNE 2024	TUESDAY MARCH 19TH 2024	THURSDAY MARCH 21ST 2024	MONDAY MARCH 25TH 2024	MONDAY APRIL 1ST 2024
ISSUE 86 JULY – SEPTEMBER 2024	MONDAY JUNE 24TH 2024	WEDNESDAY JUNE 26TH 2024	FRIDAY JUNE 28TH 2024	FRIDAY JULY 5TH 2024
ISSUE 87 OCTOBER – DECEMBER 2024	MONDAY SEPTEMBER 23RD 2024	WEDNESDAY SEPTEMBER 25TH 2024	FRIDAY SEPTEMBER 27TH 2024	FRIDAY OCTOBER 4TH 2024

OUR DIGITAL ADVERTISING OFFERS

EXTENDING THE REACH OF YOUR ADVERTISING MESSAGE VIA OUR DIGITAL CHANNELS!

Trainer

NEWS/REVIEWS / ARTICLES / BACK ISSUES / BOOK SHOP / SUBSCRIBE / SUPPLEMENTS / ADVERTISE / CONTACT US / OTHER / SIGN IN

POINT OF ENTRY
DYNIFORMER - MATLACHA PASS

Jérôme Reynier - The French horseman's pathway to success
October 23, 2022

2023 DUBAI WORLD CUP CARNIVAL

Article by Katherine Ford

Take a look at the French trainers' standings in September, and hot on the heels of the Classic powerhouses of Rouget, Fabre and Gifford in fourth place was Jérôme Reynier. Based in his native Marseille, still a couple of years shy of his 40th birthday, the discreet yet determined professional has climbed step by step to racing's top table, and his ascension is far from over.

I met Reynier at Deauville during the August meeting and interrupted his breakfast with half a dozen staff. "We have a family atmosphere and a good relationship, I'm not a difficult boss, but if there are decisions to be made, that's my job. I don't want anyone else to take initiatives without consulting me first. That's why I'm always available in case there's a problem," Reynier admits.

What is striking with Reynier is an attention to detail, whether that be in the organisation of his training regime, his assiduous desire to answer any queries from any quarters, or his true passion and almost encyclopaedic knowledge of bloodstock and racing. Going back to the origins of his love of racing, he explains, "I caught the virus from my father who was an architect but passionate about racing and breeding. I was born in 1985, and that was the year that he bred his first horse, called Shandy."

Reynier goes on to recount in great detail the destiny of Shandy, who was bought back as a yearling and ended up Group-placed as a juvenile and winner of the then Listed Prix Qyabé. It is easy to forget from the vividness of the description that at the time he was still in nappies and has no direct memories of the time. "It was magical, for a first homebred, carrying my grandfather's colours. That caused a powerful effect within my father who bought more mares. He was lucky, but then you make your own luck."

Learning the trade

Just a few years later Reynier's father sold all his burgeoning thoroughbred interests when his son was still too small to remember, in order to devote more time to his wife and family.

However, the marriage broke down and his son remembers, "My parents separated when I was 12, and I went to live with my father who took me to Deauville sales to see if I took to the bloodstock world. It was all new to me, but I loved it and thought of nothing else from then on."

"At school, I put sales catalogues inside my textbooks so during lessons I was engrossed in the pedigree pages. I had never touched a horse in my life—my experience all came from books as there wasn't even French racing channels! Equiside at the time."

At 15 years old, Jérôme Reynier had his first hands-on experience during a summer at Alain Brandedouger's Haras de Chartreux, and the following summer his father sent him to Newmarket to learn English. "I spent two months with David Shekells at Old Mill Stud. He had two yearlings for Deauville sales, but I was only tiny and not strong enough to hold a yearling weighing 400kg. They were both mares—Nashua and an Unfashionable—so my job for two months was to walk behind them to keep them moving forward."

"Then during the journey from Newmarket to Deauville, I had to travel in the back of the horsebox at their heads at the way to stop them from fighting. It was a real test of my enthusiasm!"

Full marks for effort

Jérôme passed the test with flying colours, and his enthusiasm remained intact, more so than his academic career, which suffered from his obsession with thoroughbreds. "I failed my Bac (Baccalauréat), and things weren't easy then as I had no qualifications, contacts or references. When I went to the races at Deauville, I didn't have access to any of the reserved areas; I saw racing as a very closed environment. For me, it was unattainable. During that summer, I worked at the Foran's Haras de Montagu to prepare the yearlings. After that, I applied to do a season at Codreore, and they took

- ✓ **ALL display print advertisements** appear in our e-zine edition at no extra cost.
- ✓ **Visit anderson-co.com/latest-issue** – to see our latest e-zine editions or click the screen below!



NEW FOR 2024 WEBSITE ONLY ADS

- ✓ **Vertical sidebar position** – displays best on desktop
300px (w) x upto 900px (h)
Adverts appear as the only advert on the right hand side of every article page in a sticky position which stays in position when the user scrolls the page.
From just £25 per 1,000 impressions
– minimum purchase = 10k impressions.
- ✓ **Leaderboard position** – displays on all devices
728px (w) x 150px (h)
Advert appears at the top of each article.
From just £15 per 1,000 impressions
– minimum purchase = 10k impressions.

Trainer

European Edition

CLICK HERE TO
BOOK YOUR ADVERT



OR

CALL:



+44 (0)1380 816777



041 971 2000



1 859 242 5025

EMAIL:

ADS@ANDERSON-CO.COM