



racemedia



AUSTRALIAN RACING GREYHOUND



Australian Racing Greyhound is the no.1 ranked website for greyhound news, tips, and information. ARG is independently run by experienced greyhound journalists, has a reach spanning far further than Australia, and has no affiliation with any governing bodies. We aim to provide a free and quality news and information service to fans of greyhound racing in Australia and beyond.

ARG was re-launched with a new theme and more contributors in early 2017 and has shown great growth in both organic traffic and repeat visitors in a short space of time. It provides a unique advertising opportunity for both corporate businesses like bookmakers and people looking to promote a product or service to grass roots Australians.

Complimenting our website is a weekly print edition of Australian Racing Greyhound, which is aimed at connecting with participants at a closer level. While it is only due to be launched in the first week of July 2017 we have already had great interest in it.

The website, which is 100% owned by Race Media, features prominently on all search engines (including Google News) for every important greyhound term, including many of the most high profile greyhound identities, names and greyhound chasers.

AustralianRacingGreyhound.com has a very loyal readership with over 40,000 unique visitors every month, who are very focused on greyhound racing and its products.

Because the site gives such a broad spectrum of the greyhound industry, including box draws, fields, odds comparison, greyhound sires at stud and auctions it is an ideal venue for advertising for those in the industry.

You and your business can be part of Australia's most talked about and exciting greyhound racing news service. Our editorial, graphics and advertising staff are adept at creating high standard and alluring advertising products. Please feel free to enquire for further information.

Sincerely,

Kevin Pitstock
CEO, Race Media

Brad McGrath
Executive Editor, Race Media

Driven By Quality Content

Australian Racing Greyhound and the greater Race Media network prides itself on accurate, enticing and breaking content. Whether we are reporting live from the local track, or previewing a greyhound meeting, our writing and reputation is of the highest quality.

Our editorial team has extensive experience in the print and broadcast media and have brought this knowledge to the digital age. It's not just the soft issues we tackle, we aim to tackle the big events that occur in greyhound racing better than the metropolitan daily news and best of all it is free to our readers.

AustralianRacingGreyhound.com also provides an odds comparison service, free tips on upcoming greyhound races, highly regarded opinion pieces by people from within the industry and the thing we hold closest to our heart – editorial independence – we don't pander to any governing bodies.

Our social media presence is growing and we engage with our readership on Twitter, Facebook, Google Plus and Youtube. We believe this type of promotion of our brand is paramount to driving traffic to our website and giving our advertisers value for money.



The Team at Australian Racing Greyhound

Kathrine Ernst EDITOR

Katherine is a born and bred greyhound racing enthusiast from the Hunter Valley, NSW. Growing up with greyhounds, she has an appreciation for all aspects of greyhound racing from breeding and rearing to training and retirement. Katherine has worked in many positions within the media industry, including as greyhound racing columnist for both the Maitland Mercury and the Greyhound Recorder and as a Producer for Sky Racing.

Noel McMahon COLUMNIST

Noel is a columnist with Australian Racing Greyhound who mainly focuses on the Victorian industry. Is well connected and has a strong passion for everything greyhound. Noel is an experienced writer and journalist who has worked for several popular publications over the years.

Duncan Stearn JOURNALIST

Duncan has been involved in greyhound racing as a spectator, punter, owner, author (The Ultimate Accolade, New South Wales Greyhound of the Year Title 1965-1985), and freelance journalist (Australian Greyhound Review, NSW Greyhound Weekly, Behind the Boxes, Group Racing News, The Australian Magazine, Daily Telegraph, and DeFax Sporting Publications website).

Todd Davey JOURNALIST

Todd loves to punt and coupled with his passion for journalism it is a winning recipe. Is a journalism graduate and regularly attends greyhound meetings in Victoria. For ARG Todd covers mainly news stories but if he has a tip, he is generally right - the money man.

Australian Racing Greyhound Stats

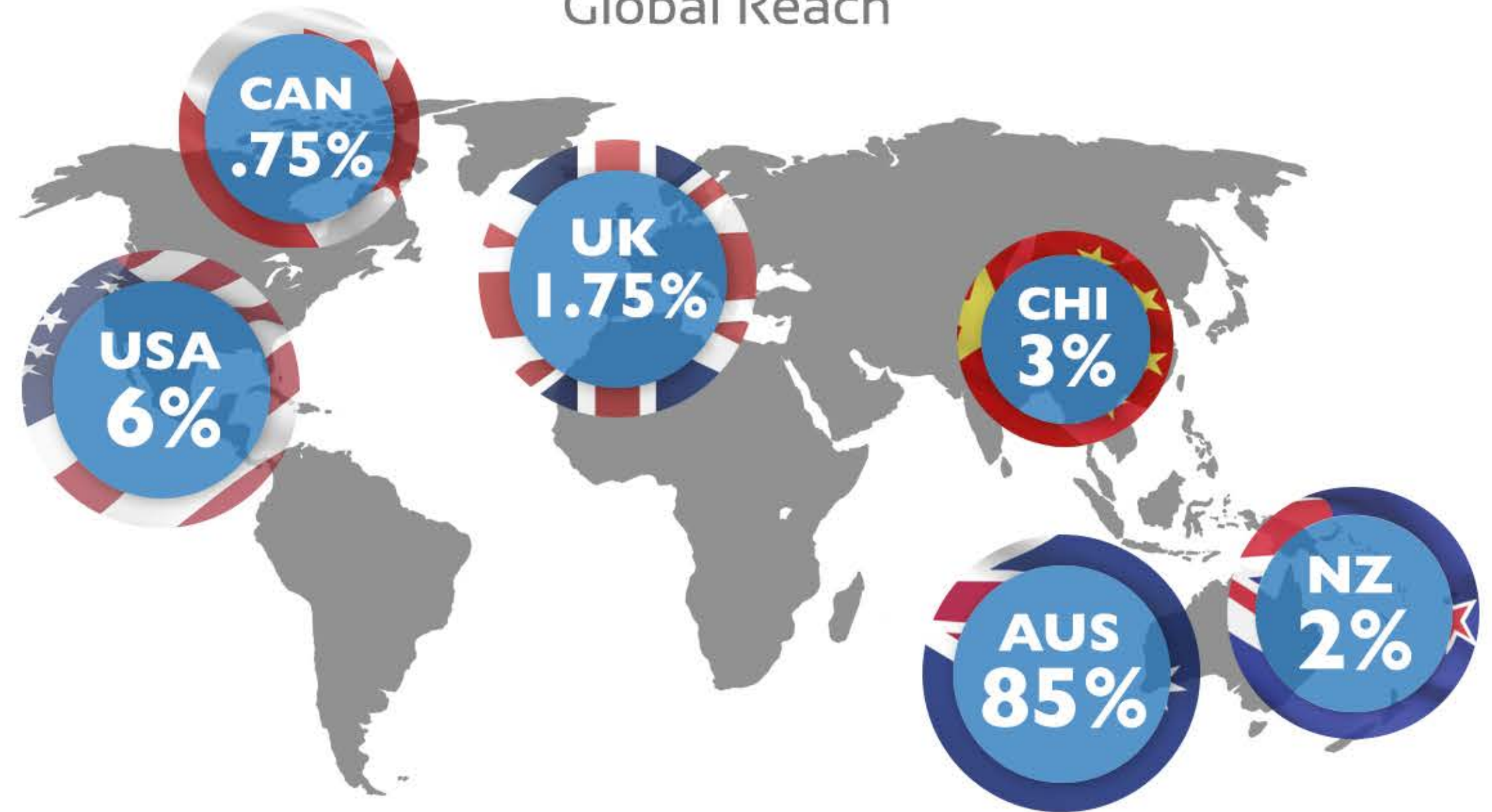
Australian Racing Greyhound has an improving presence away from its home base with the USA, New Zealand and China the next two demographics who regularly visit the website.

The website regularly attracts over 50,000 visitors in a month with much of this traffic attracted to greyhound news and betting tips for the upcoming meetings held around Australia.

Australian Racing Greyhound is fully responsive for mobile visitors and our traffic figures reflect this with over 50% of our readership visiting the website from a smartphone or tablet device.

Our readership is also incredibly loyal with an average of 58% of readers visiting the site more than once during a calendar month.

Global Reach



2 min 15 sec



2.1 Pages per visit



Strong Facebook presence



Over 1,000 followers on Twitter



Desktop - 44%



Mobile - 41%



Tablet - 15%

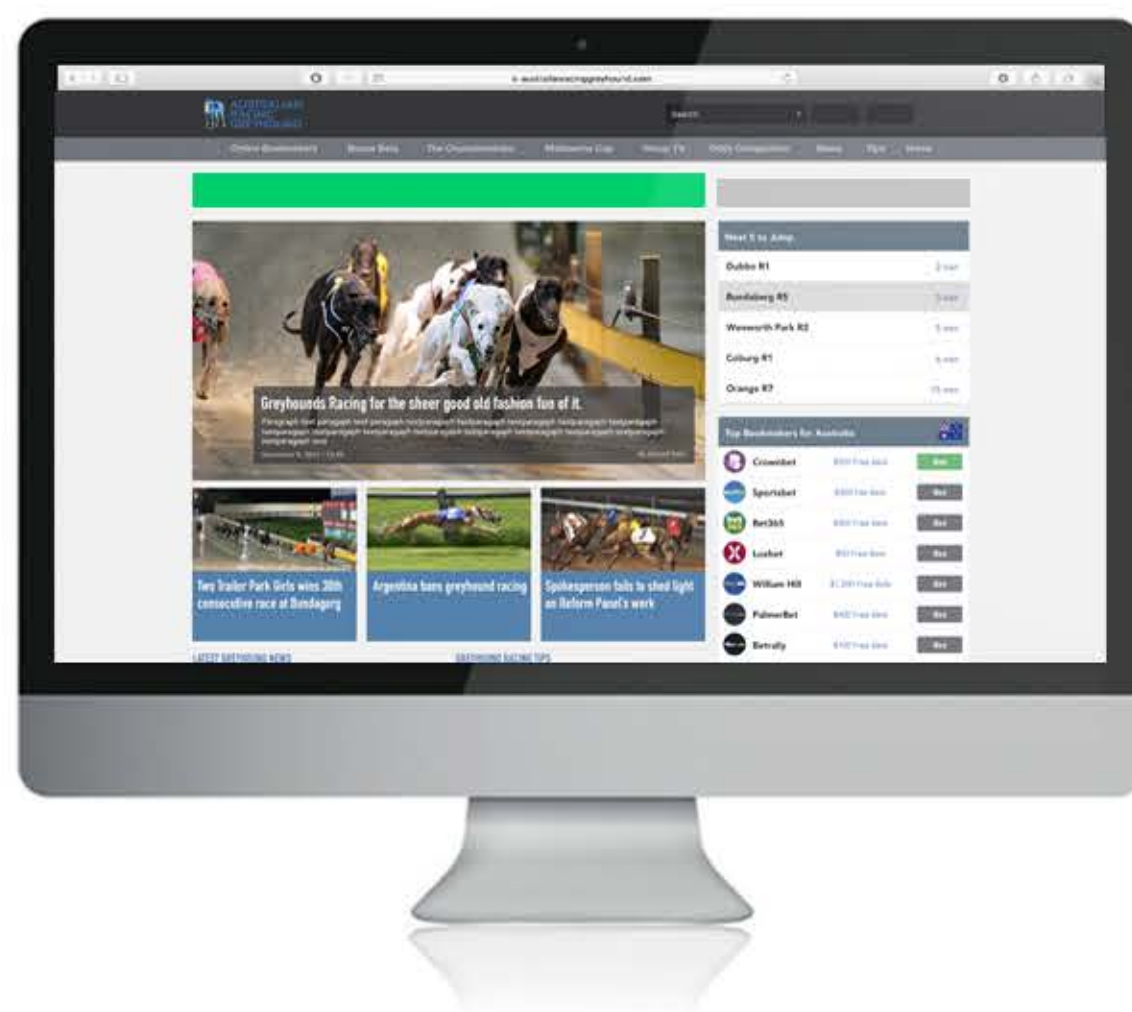
Advertising Options

AustralianRacingGreyhound.com, and its parent company Race Media, provides a selection of advertising solutions. We offer corporate options for big brands as well as more affordable prices for community organisations and small business.

Premium Advertising

Is located in prime position to attract attention and clicks. These generally are in the masthead of the website and in the top quarter of widgets. Premium mobile and tablet banners can be packaged or included in any deals.

Leaderboard Banner



Small Top Banner



Large Rectangle (Widget)



Best Multi Bet

WIN Frattini - Ballarat Race 7 - \$1.85 \$1.85

WIN No Donuts - Wentworth Park Race 8 - \$1.80 \$1.80

WIN - Wentworth Park Race 7 - \$1.80 \$1.80

Deposit \$100, bet with \$150

Ladbrokes

Customisable Solutions

Australian Racing Greyhound has a technical and writing team capable of providing the advertising solution you want for your business or organisation. We have in-house coders to make your vision come alive, on top of our team of qualified journalists, who can provide advertorials and other exciting opportunities.

Affordable Options

AustralianRacingGreyhound.com is owned and operated independently and we understand the landscape of the racing and betting industry. We also understand there are people struggling to promote new and old business in the greyhound racing Industry and we will always do our best to reach a compromise with these parties.

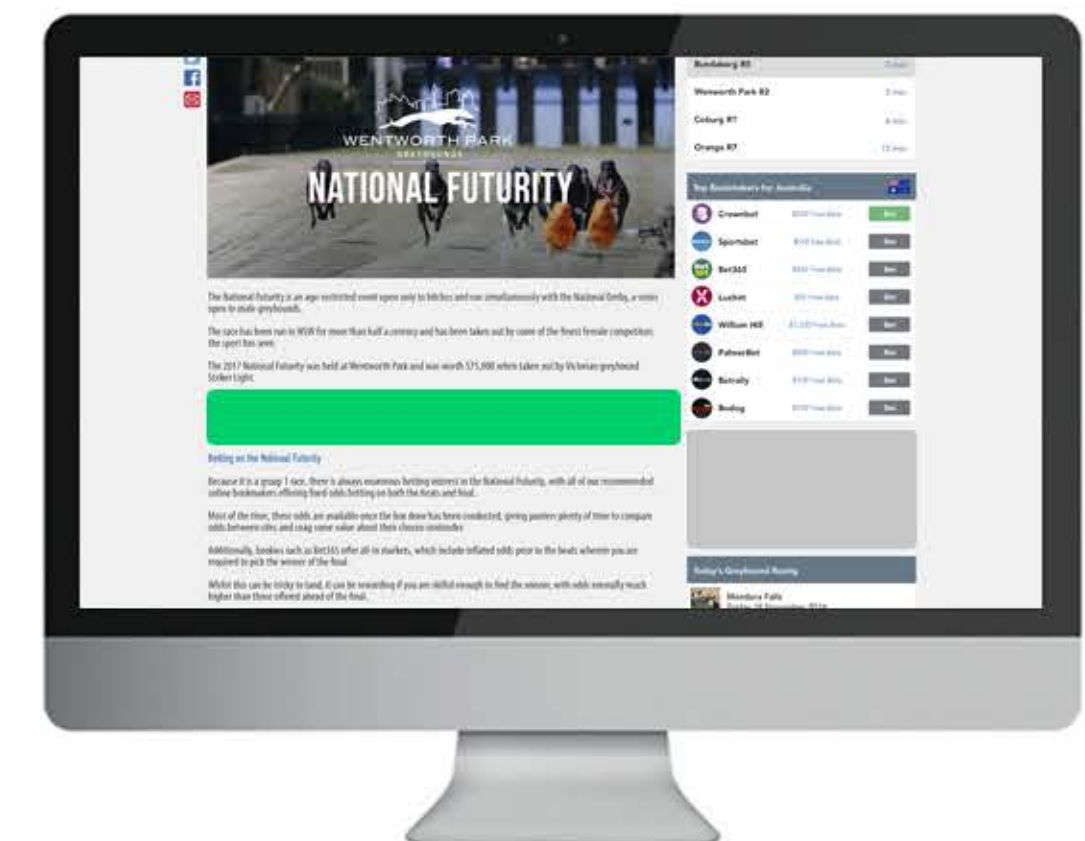
Mobile Advertising

AustralianRacingGreyhound.com is fully responsive on both smartphone and tablet. Our premium advertising options on our mobile website are generally packaged with our desktop advertising sales.

Custom Ads Widget Column



In-text banner Flexible banner sizing



Tablet

Leaderboard



Small Top Banner



In-text Banner



Mobile

Leaderboard



Small Top Banner



In-text Banner



Online Advertising Pricing

Position	Duration	Price
Header	1 Month	\$440
Small Header	1 Month	\$330
Sidebar	1 Month	\$220
In-content	1 Month	\$110

* Positions are not exclusive. A maximum of 5 advertisers will be in each position on a rotating basis. For costings on exclusive banner placement, or blackout advertising on ARG contact us.



Advertising Options: ARG News

Australian Racing Greyhounds NEWS is the printed version of our website which also includes exclusive content and racing results.

Due to feedback within the industry we have decided the best way to connect with our audience was to go down this path. We estimate that edition 1 will be viewed over 1000 times and our readership to grow significantly in future weeks.

Advertising opportunities cater for all walks of the greyhound industry and are affordable. We can package advertising with other exposure on AustralianRacing-Greyhound.com.

Distribution of ARG NEWS will be via a .pdf delivered to email inboxes, as well as a downloadable version on our website. It can be then printed on a regular household printer and passed around.

For a small monthly fee we will also post out each edition, with it due in mailboxes on Wednesdays.

*All paid advertising on Australian Racing Greyhound NEWS will benefit from some free exposure on our website.

June 19, 2017

Cost: Free



Britton labels Code of Practice a "disgrace"

LEADING Victorian conditioner Rob Britton has labelled the draft Code of Practice for the Keeping of Racing Greyhounds as a "disgrace".

The code was recently released by the Victorian Government's Department of Economic Development, Jobs, Transport and Resources and was formulated as a response to the 2015 reports by Sal Perna and Dr. Charles Milne.

The code covers a wide range of issues facing the industry such as the management of greyhounds throughout their entire lifecycle and minimum standards expected from participants encompassing housing, socialisation and mental stimulation.

Britton said certain aspects of the code could spell the end for many participants within the industry if implemented, including new standards for kennels, yards and fencing.

"There should be a grandfather clause in there regarding these new standards which should specify that properties should be brought up to standard as participants have to replace and repair – otherwise having to bring everything to comply with these standards at once will send people broke," Britton said.

"As long as there are no welfare concerns participants shouldn't have to re-invent the wheel and fix what hasn't been broken for years."

Britton also felt most of the industry's feedback had not been considered when writing the code.

"I attended number of industry workshops and spoke to the department of agriculture – many of the parts of the code were brought up then and we gave reasons why they shouldn't be implemented – but it just seems like they have ignored our input."

"Most of these points are ideology rather than practical business sense and if allowed to go ahead in the current form the industry is going to crumble."

"There are a lot of little things in there that shouldn't be there such as the size of the dog determining the size of the kennel needed."

"Also the staffing issue is totally unnecessary – we have surveillance systems in place here and we live on the property so we are here most of the time – but on occasion we go to the dogs together, to the shops – but reading this report we will have to have someone here all the time."

"Then you read that people with more than two dogs are going to be considered professional trainers – it's out of control."

"I tried explaining this to them, but they obviously had their ideas on what was going to be in there."



Advertising Options and Pricing

Here is our advertising options and pricing which are as competitive as any in the industry. We are able to cater to any requests or different creative ideas for our .pdf publication.

Single Strip

Price: \$22

1/2 Page (vertical)

Price: \$88

1/4 Page

Price: \$44

June 19, 2017

Cost: Free

AUSTRALIAN RACING GREYHOUND NEWS

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ADVERTISE HERE
THIS SPOT COULD FEATURE YOUR
BUSINESS FOR AS LITTLE AS \$22



Club Snippets

Greyhound racing is coolest sport since downhill skiling

This is a short race recap about various dogs in the field that fired twice.

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YOUR BUSINESS FOR AS
LITTLE AS \$88



SUMMARY

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The wraith of the stewards over two pages - Page 12 and 13

Your view, Facebook, Twitter & ARG Forum recap - Page 14

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Pay Tribute to Your Winning Dog

From page 1

Britton said the code will make it impossible to be a part of the industry for many participants and urged Greyhound Racing Victoria (GRV) to step up to protect the sport.

"We've been singled out ever since the live baiting scandal and its like we are being punished," he said.

"This code of conduct is supposed to be about setting a minimum standard - but these are gold-plated Rolls-Royce standards.

"I am a bit disappointed in GRV too - they pretty much said that because this is a government report they have no influence and that they are just the regulator.

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"It's important to also note the points you support because it's not all bad - we need to show them it's not all one way and we are happy to get behind the rules which

ADVERTISE HERE

THIS SPOT CAN FEATURE YOUR BUSINESS FOR AS LITTLE AS \$44

AUSTRALIAN
RACING
GREYHOUND

AustralianRacingGreyhound.com

Page 2

Success Results Banner

Pay tribute to your winning dog or sire

Price: \$11

Advertising Options and Pricing

Our in-house graphics team can be your creative force if you have not previously developed advertising content before. This service comes for a small cost which changes depending on the size and running time of your commitment to advertising with AustralianRacingGreyhound News.

1/2 Page (horizontal)

Price: \$88

Britton labels Code of Practice a "disgrace"

It's noteworthy that since the turn of the century the Queensland all-distance champion Cyndie's Magic is the only greyhound which has managed to make the same major distance race final for three successive years.

In 2015 Cyndie's Magic finished sixth behind Dzecko. She then finished a solid second behind My Boy Brodie in 2016, beaten just three-quarters of a length. In Thursday night's Albion Park Gold Cup final Cyndie's Magic snatched third place right on the line after coming from a long last early, well beaten but courageous to the end behind the high-flying superstar Fanta Bale.

It's worthy of mention that across the history of Australian racing, only six 'half-milers' have made the same major race final for three consecutive years. Often deservedly rated as the greatest string of performances in a major race anywhere in the world, the effort of the great stayer Bold Trease to annex four successive Sandown Cup's is a feat unlikely ever to be matched.

Yet those four consecutive Sandown Cup wins, achieved in 1986, 1987, 1988 and 1989, have overshadowed another series of remarkable efforts achieved by the Hall of Fame inductee during his long and illustrious career.

Prior to scoring his first victory in the Sandown Cup, Bold Trease had scored a narrow win in the Victorian final of the National Distance Championship, defeating the smart Club Stroller by a head, at Sandown. This propelled him into the National Distance Championship final, run

that year over 704 metres at the Gabba. A year later, Bold Trease made the Victorian final yet again (that year run at Olympic Park over 732 metres), but was beaten just over half a length into third place by Mystic Hope.

Then, in 1988, Bold Trease made it into the Victorian final for a third successive time, becoming the first and only greyhound to achieve this feat. This time he again finished third, behind his great rival High Intensity, who went on to take the National Distance Championship final, run at Westworth Park that year.

Yet, that's not all. In September 1986, Bold Trease made the final of the Sir John Dillon Memorial but was beaten a head by the champion Pharaoh's Mask. He made the final again in 1987 and scored a brilliant three and a half lengths victory.

He missed the race in 1988, but in 1989 he again made the final, running a creditable fifth behind Rules. Once again, Bold Trease is the only greyhound to have ever made three Dillon Memorial finals.

So, not only did Bold Trease win four straight Sandown Cups, he also made the finals of two other major races on three occasions. Just for good measure Bold Trease also made the final of another three major distance races twice.

How does this compare with other stayers in Australian history? While I don't have records for every major race ever contested since the start of racing behind a mechanical lure in 1927, I have found five other stayers who have made the final of the same event for three successive years.

Those five are, in chronological order of their racing careers: Michele Cherie, Miss Coronagh, Kirsty's Charity, Tonight's Wish and Ringside Fire.

NSW stayer Michele Cherie made the final of the Association Cup, then run over 732 metres at Harold Park, in 1977, 1978 and 1979, finishing fourth, third (beaten a half head and a half head) and fifth.

Tasmania's champion stayer Miss Coronagh won the Tasmanian National Distance Championship State Final in 1981 and 1982 and finished fourth in the 1983 run-off.

The great Kirsty's Charity made the final of the NSW National Distance Championship State Final in 1988, running last behind the smart Whip Tip, and then seventh behind Mary Casey in 1989, although she injured a shoulder in that race. Finally, in 1990, Kirsty's Charity showed just how good she was, winning the event by 12 lengths.

Tonight's Wish made the final of what is now the DDC Launching Pad but was then the Dandenong Dry Cleaners, run over 715 metres at Sandown, in 1997, 1998 and 1999. Tonight's Wish won the 1997 event, finished seventh in 1998, but bounced back to take the race again in 1999. Tonight's Wish also made the final of the Roy Maidment Memorial in 1997, 1998 and 1999. Tonight's Wish finished second in 1997, scored a strong win in 1998 and ran fifth in 1999. He is therefore the only stayer other than Bold Trease to have made the final of two major distance races three years in a row.

Notably, at the same time Tonight's Wish

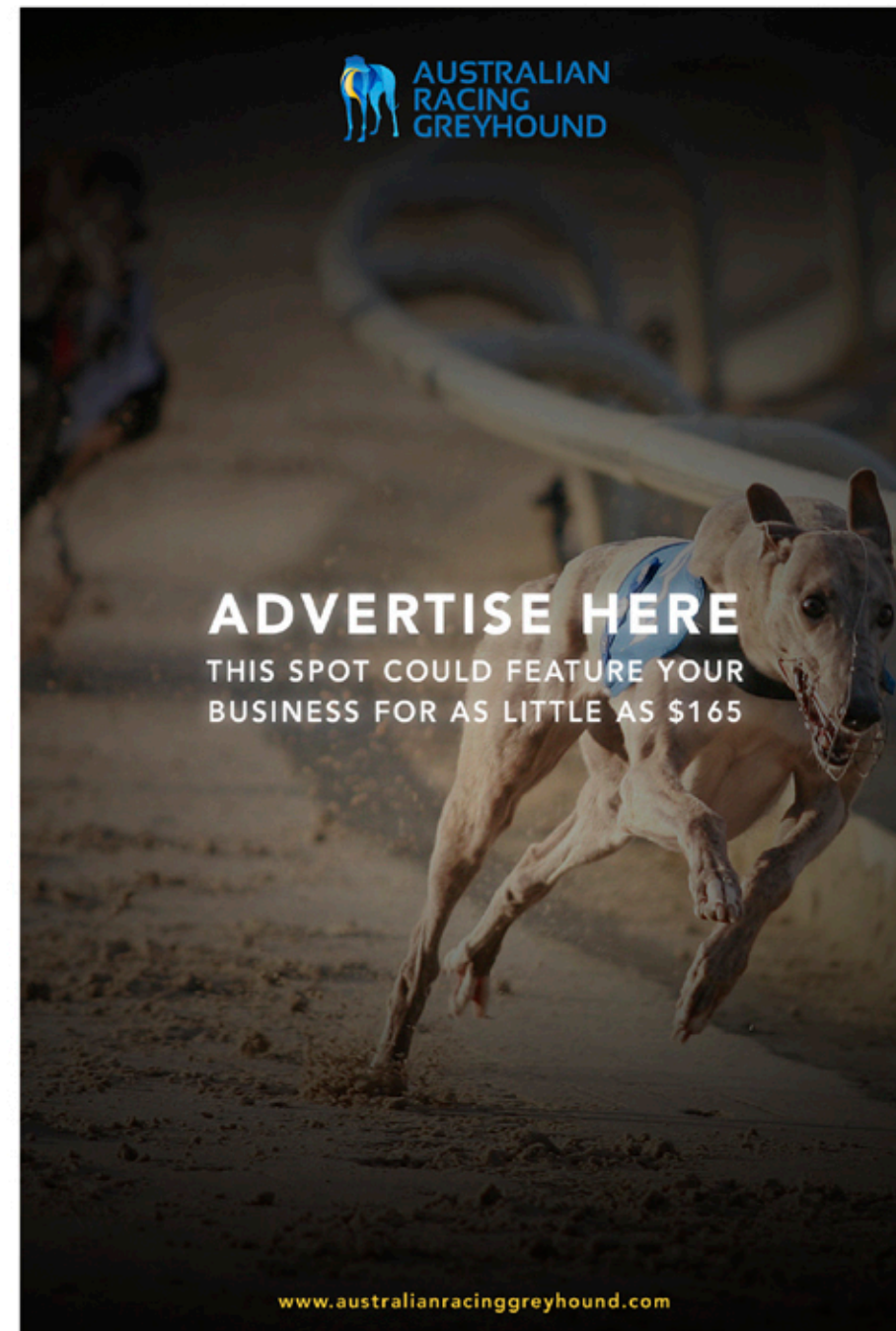


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AUSTRALIAN
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GREYHOUND

Full Page

Price: \$165



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www.australianracinggreyhound.com

False Cover

(full front page minus header)

Price: \$220

June 19, 2017

Cost: Free

**AUSTRALIAN RACING
GREYHOUND NEWS**

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GREYHOUND

www.australianracinggreyhound.com

About Race Media

We are market leaders in diversified media, including sports news, gambling content and affiliate marketing and are 100% Australian-owned and run. Our editorial philosophy on every one of our websites is to provide quality content and the readership will take care of itself.

Race Media is able to offer advertising packages for individual websites, or by combining ad space in two or more of our websites to create the ideal solution for your business or company.

Brands we currently have advertising space available on include:



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Phone: (+61) 3 9982 4532

Email: advertising@racemedia.com.au

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