IRISH RACING YEARBOOK 2027

&

G1 BLOODSTOCK REVIEW

TO FIND OUT MORE CONTACT

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First published in 1977, the **Irish Racing Yearbook** continues to be a hardy and much sought after annual.

It was joined in 2017 by **G1 Bloodstock Review** in order to provide advertisers with the dual options of traditional print and a digital offering to promote their products and services.
Today, both publications have a combined readership /unique user figure distributions in excess of **10,000 dedicated racing and bloodstock stakeholders**. Members of the Irish, UK and French breeding community receive the publications via their trade associations and from our database of over 10,000 Industry professionals.

Our aim is to provide you with a credible platform to promote your products and services as well as being seen by your target market. In return, we are grateful for all the support we have received from you over the years.

Together we can continue to work together to strengthen your business in the industry we all love. Here at the Irish Racing Yearbook, we love to welcome first time advertisers and enjoy working with them to promote their businesses.

Once again, Kerry Ryan will join the **Irish Racing Yearbook** team as we celebrate 2 major milestones; the Yearbook heading in to its 50th year of publication & the G1 Bloodstock Review turning 10…

Irish Racing Yearbook is published in November to coincide with the launch of stallion and nominations prices for the year ahead. G1 is published weekly from December 2026 to April 2027 covering the duration of the breeding season when any changes to stallion attributes can be incorporated into your advertising to appeal to the psyche of breeders.

Kerry will be offering you the best of both worlds – basically a 2 for 1 deal whereby any full-page advertisement in the yearbook will also get four **FREE banner adverts in G1** running from December right through to April. These banners can be updated during the spring at no charge. Therefore, enhancements to a stallion's profile can be incorporated into your advert or changes to dates or prices for your various products and services can be promoted free of charge.

Our rate card and media information are included on the page across and our prices remain as competitive as we can make them given the increased cost associated with producing such quality publications. We are committed to keeping our rates affordable and the best way for you to capitalise on this is with our 2 for 1 deal.

I hope you will be in a position to support us again this year or maybe join us as a first-time advertiser. We will soon be commissioning articles for inclusion so if there are any positions you would like to secure, please feel free to contact us and we will place you in any article you feel will help you promote your business in the year ahead.

Once you have taken the time to consider the benefits of advertising with us for our 2027 publications, Kerry Ryan and I will look forward to hearing from you.

Danny Fleming

DANNY FLEMING *(Publisher)*

PAGE RATES

Full Page A4 Colour (Premium Positions)	**€ 2,200**
Full Page A4 Colour	**€ 1,850**
Half Page Colour Landscape or Portrait	**€ 1150**
Quarter Page Landscape or Portrait	**€ 725**

DEADLINE

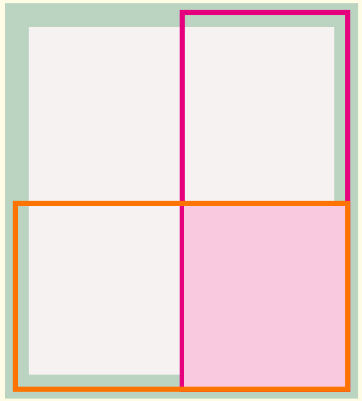
Irish Racing Yearbook
6th November 2026

G1 Bloodstock Review
8th December and updates anytime upto April 2027

2 FOR 1 OFFER

Yearbook and
G1 Bloodstock Review **€1,850**

PRINT ADVERTISING SIZES – *Deadline 6th November 2026*



FULL PAGE (Portrait)
210mm (w) x 297mm (h)
+5mm Bleed

HALF PAGE (Lanscape)
174mm (w) x 128mm (h)

HALF PAGE (Portrait)
84mm (w) x 256mm (h)

QUARTER PAGE (Portrait)
84mm (w) x 128mm (h)

WEB BANNER SIZE – *Deadline 8th December and updates anytime upto April 2027*



WEB BANNER – 4022 px (w) x 1042 px (h) 72DPI, JPG, PNG

ALL ADVERTS, IN JPEG FORMAT CAN BE UPDATED ON G1 AS WE PROGRESS THROUGH THE SPRING