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*DRF*



*DRF*  
EN ESPAÑOL

2025  
Daily Racing Form  
Media Kit

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# An Introduction:

- Print newspaper founded in 1894, and the industry's largest digital presence!
- Daily publication distributed in print throughout North America (Canada and the United States 364 days a year).
- Preferred horse racing past performances, charts, data & so much MORE!
- Up-to-the-minute news coverage on horse racing, breeding, and sales news.
- Exclusive Beyer Speed Figures and Beyer Sire Standings. Full industry immersion, from breeding to sales, to the racetrack and aftercare program initiatives!
- Target a unique, niche audience by partnering with DRF and employ a new advertising strategy in 2025!



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# DRF Key Elements:

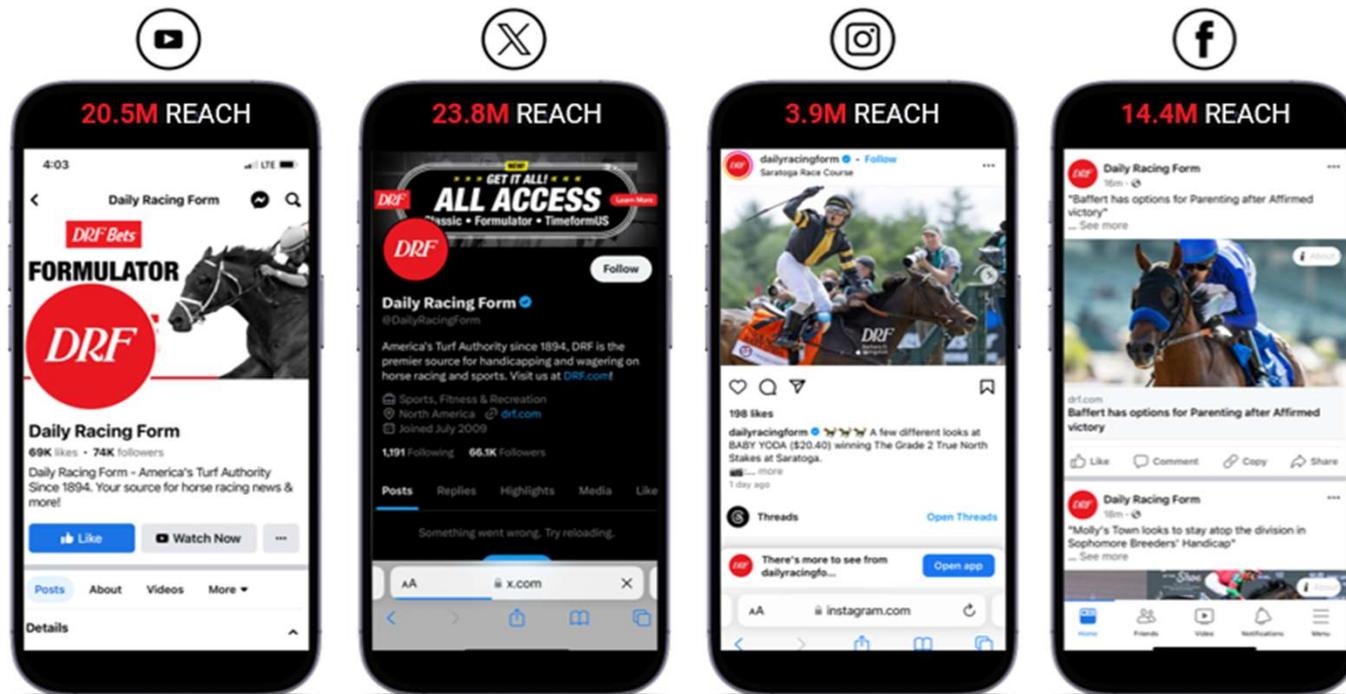
- **DRF Print Newspaper & Digital Edition:** Produced 364 days a year. Features racing news and handicapping data for multiple racetracks across the globe.
- **DRF.com:** The top online destination for horsemen and horseplayers, offering up-to-the-minute racing news, preferred past performances, handicapping analysis, breeding & sales news, DRF-TV, and a wide array of handicapping data products for players of every level!
- **DRF Breeding:** Breeding and sales news, up-to-the minute live reporting and coverage at major sales, monthly glossy-covered stallion and sales preview supplements, Beyer Sire Standings, Leaderboards, Charts, Beyer figures, Sire Powered Results, and weekday digital breeding alert eblasts!
- **DRF En Espanol:** Now delivering hundreds of thousands of racing fans from North, Central and South America with exclusive premium content in the form of daily news, racing previews, handicapping analysis, daily TV content, videos & MORE!





# DRF Print and DRF.com by The Numbers:

- Total Annual Print Product Distribution: **6M**
- Average Annual Monthly Page Views: **15M+**
- Average Monthly Visitors on DRF.com: **500K**
- Active Email Database Size: **181K**
- Annual Video Views, DRF TV (All Platforms): **2M+**
- Hours Viewed/Listened Annually (All Platforms): **183K**
- Annual Digital Edition Downloads: **64K**
- Average Time on Site: **20 Minute UX**



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# DRFenEspanol.com by The Numbers:

**North America's premier platform for daily horse racing editorial, video and handicapping content in Spanish!**

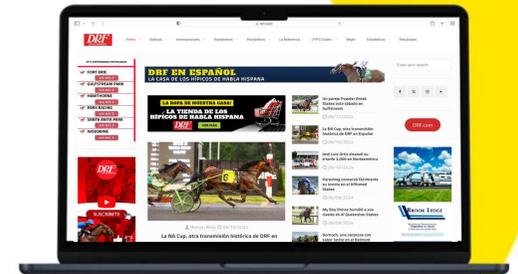
- Over 3M+ views on DRFenEspanol.com and 500K+ unique visitors to DRFenEspanol.com
- Average time spent on DRFenEspanol.com is 10+ minutes
- January 2025 had record traffic reported on the platform!

**More than 25K DRF En Español YouTube subscribers**

- 4.5M+ views on DRF En Español's YouTube Channel
- **Fast Fact: On average, DRF En Español generates twice as many views as DRF's English channel!**
- 1,500+ average Saturday downloads of La Referencia—our premium Spanish-language handicapping product
- New print feature adds an additional 2.1M in circulation in DRF units sold
- DRF En Español's email size continues to grow at 11,660 subscribers
- 8.8K followers on X and 2.2K Instagram followers

**Live Shows:**

- Now producing three live handicapping shows per week!
- In 2024, we produced 50 live broadcasts, including the Tampa Bay Derby, Keeneland Spring and Fall meets, Illinois Derby, Pennsylvania Derby, King's Plate, Haskell Day, all seven (7) days of Kentucky Downs, Sky Racing's The Championships, The Everest and the Melbourne Cup!



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# The 2024 Racing Industry:

- DRF delivers the largest North American audience of active core horseplayers, consisting of racing fans, trainers, breeders and owners!
- DRF's print, digital and database marketing suite ensures you reach all active core players including horsemen, regardless of how they consume DRF products.
- Over the past several years racetracks, farms, and brand advertiser's alike including DRF's international sponsors have increased revenue, and awareness by advertising to DRF's scalable audience.
- The DRF reader, and digital user is a passionate consumer with an affinity for the "Lifestyle" including traveling, dining and beverage. A highly engaged North American audience to target your message.
- Racing keeps growing, in 2025, both breeds accounted for over \$13B in total bets with almost \$1B spent buying Thoroughbred racehorses at auctions across North America!



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# Our Strategy:

- DRF delivers the largest audience of active core horseplayers in North America.
- Nearly 90% of horseplayers that place a bet use DRF data products for their handicapping decisions!
- DRF's print, digital and database marketing suite ensures you reach all racing fans, and the most active core horseplayers, regardless of how they consume DRF.
- **Objectives of this partnership:**
  - Maximize engagement, conversion and or wagering on your product throughout the year.
  - Acquisition of new customers within the DRF universe!





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# What the Industry is saying:

*"We're always trying to engage with our existing audience and reach new fans, which is why we always partner with DRF. Their flexible RaceBoost sponsorships are targeted to fans that move the dial on handle!"*



**Peter Rotondo,  
Vice President  
1/ST Racing**

*"Throughout the years we've worked with the DRF team on many successful track programs and campaigns including our sales. They recently launched DRF En Espanol. An extremely important customer vertical with a growing appetite that DRF now reaches!"*



**Christa Marilla,  
Chief Marketing Officer at  
Keeneland Racecourse**

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# What the Industry is saying:



"Daily Racing Form has all the data that I need to make decisions on buying, selling, breeding and every other decision I make on a daily basis."

David Ingordo,  
Ingordo Bloodstock, LLC



"We find the Daily Racing Form to be indispensable to our business."

Ned Toffey,  
General Manager-Spendthrift Farm



"At WinStar, we rely on the DRF for useful racing data, and as a marketing tool that reaches a wide audience."

Elliott Walden,  
President/CEO & Racing Manager-  
WinStar Farm

"I find DRF invaluable for past performance and Beyer data, as well as pertinent industry and sales news."

John Gasper,  
Bloodstock Agent/Owner



"I'm on the DRF website all the time!"

Carrie Brogden,  
Machmer Hall, Select Sales



"Whether your interest is racing, breeding, or sales, DRF and DRF.com offer a number of excellent resources to keep you well informed."

Evan Ferraro,  
Recruiting & Marketing Manager  
Fasig-Tipton Co



My Dad loves the Daily Racing Form digital edition!

Tanya Gunther,  
Glennwood Farm, breeder of  
Triple Crown Winner Justify, along with her  
father John Gunther

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# What the Industry is saying:

- **DRF ranked #1** against competing racing news sources, with “Top Selection” as most preferred
- **DRF tied for #1** against competing Breeding & Sales information news sources
- **DRF products were listed as the top choice** for Racing Data & PPs/news providers, against competitors
- **97% of the DRF horsemen audience** listed the publication and site as important to them, with additional open ended feedback of, **“Indispensable, absolutely necessary for their operation!”**
- 66% are currently a horse owner or partner (racing or breeding stock)
- 80% of owners are involved primarily with racehorses
- 50% have decision-making power on purchasing horses
- 30% own, or manage a stable of more than 20 horses
- 55% participated in a horse auction as a buyer
- Nearly 30% are interested in individual horse ownership in the next 1-3 years
- 70% of non-horse owners considered themselves “very likely” to participate in a syndicate program
- Over a recent two-month span, trainers, owners, breeders and other horsemen downloaded more than 200,000 sets of DRF past performances
- During that time, 40% of the Top 20 PP downloads were from Horsemen
- **“We put our message where we know it’s going to be seen”** – DRF respondent
- **“We know we’ll reach a target audience with a laser focused DRF advertising campaign!”** – DRF respondent

\*Stats derived from a recent internal data review of product downloads, and horsemen audience!

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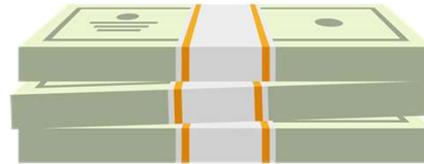
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# What the Racetracks see...

***DRF RaceBoost™***

**Proven to deliver more core active North  
American Horseplayers who wager more...  
& more often on your racing!**





# DRF Thoroughbred Partner Track Wins!

**National Thoroughbred League Championship Cup Turf Paradise**  
12/30/24: \$3.1M  
*\*The event nearly doubled the NTL's record, the biggest handle at Turf Paradise this year!*

**Opening Day Santa Anita**  
12/26/2024: \$21.5M  
12/26/2023: \$18.3M  
*\*Highest opening day since 2022!*

**17%** ↑

**Season Meet Keeneland Fall**  
2024: \$210M  
2023: \$201.9M  
2022: \$208.9M  
*\*Highest in the history of the fall meet, besting the 2022 BC race days!*

**Season Meet Kentucky Downs**  
2024: \$90.1M  
2023: \$83.6M  
*\*Record meet*

**8%** ↑

**Manitoba Derby Day Assiniboia Downs**  
8/5/24: \$3.74M  
8/7/23: \$3.70M  
*\*Record Manitoba Derby Day!*

**2%** ↑

**Haskell Preview Day Monmouth Park**  
6/15/24: \$10.769M  
*\*Highest for a non-Haskell day card!*

**Blue Grass Day Keeneland Spring**  
4/6/24: \$29.2M  
4/9/22: \$28.1M  
*\*Record Blue Grass Day!*

**4%** ↑

**Season Meet Woodbine Racetrack**  
2023: \$613M  
2022: \$621.7M  
*\*Two most successful meets, with record-breaking handles in 2022, and second in 2023!*

**Season Meet Fort Erie**  
2023: \$46.7M  
2022: \$33,597,122  
*\*Record meet*

**39%** ↑

**King's Plate Woodbine Racetrack**  
8/20/23: \$18.1M  
8/21/22: \$13.4M  
*\*Record Plate Day!*

**35%** ↑



# DRF Harness Partner Track Wins!

**Sun Stakes**  
Pocono Downs  
8/19/24: \$934.7K  
8/17/24: \$1M  
*\*Record Sun Stakes card*

**8%** ↑

**Breeders Crown**  
Hoosier Park  
10/27,28/23: \$5.1M  
10/30,31/20: \$4.2M  
*\*Hoosier Park largest handle Ever on 10/28 \$2.6M, 2023 BC was a two-night record!*

**21%** ↑

**Hambletonian**  
Meadowlands  
8/5/23: \$7.8M  
8/6/22: \$7.65M  
*\*Highest Hambo handle in the last 10 years!*

**2%** ↑

**Meadowlands Pace**  
Meadowlands  
7/15/23: \$5.67M  
7/16/22: \$4.73M  
*\*Second biggest night since 2006*

**20%** ↑

**Mohawk Million**  
Mohawk Park  
9/24/22: \$3.9M  
9/25/21: \$3.5M  
*\*Record MM*

**11%** ↑

**Caesars Trot Night**  
Hoosier Park  
9/23/22: \$1.7M  
*\*Record for a non Breeders Crown event*

**13%** ↑

**Dan Patch Night**  
Hoosier Park  
8/12/22: \$1.56M  
8/13/21: \$1.48M  
*\*Record Dan Patch*

**6%** ↑

**Hambletonian**  
Meadowlands  
8/6/22: \$7.65M  
8/7/21: \$6.5M  
*\*Up more than \$1M*

**18%** ↑

**North America Cup**  
Mohawk Park  
6/18/22: \$6.3M  
9/11/21: \$5.1M  
*\*Record NA Cup*

**24%** ↑



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# Get in contact today!

The DRF advertising team looks forward to partnering with you in 2025 and learning about your advertising needs!

For more information please email:  
[DRFadvertising@DRF.com](mailto:DRFadvertising@DRF.com)

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Thank you!