



GROUPE JOUR DE GALOP

Media Kit 2025

JDG
JDG ARABIANS
JDG SPÉCIAL
THE ARABIANS YEARBOOK
L'AGENCE G

SUMMARY

■ **SINCE 2007**, we share with you an unconditional passion for the most beautiful of sports and for the greatest of athletes — **the racehorse**. We pay tribute to it through newspapers, books, on the web and on social networks.



.05 / *JDG*

.14 / *JDG SPÉCIAL*

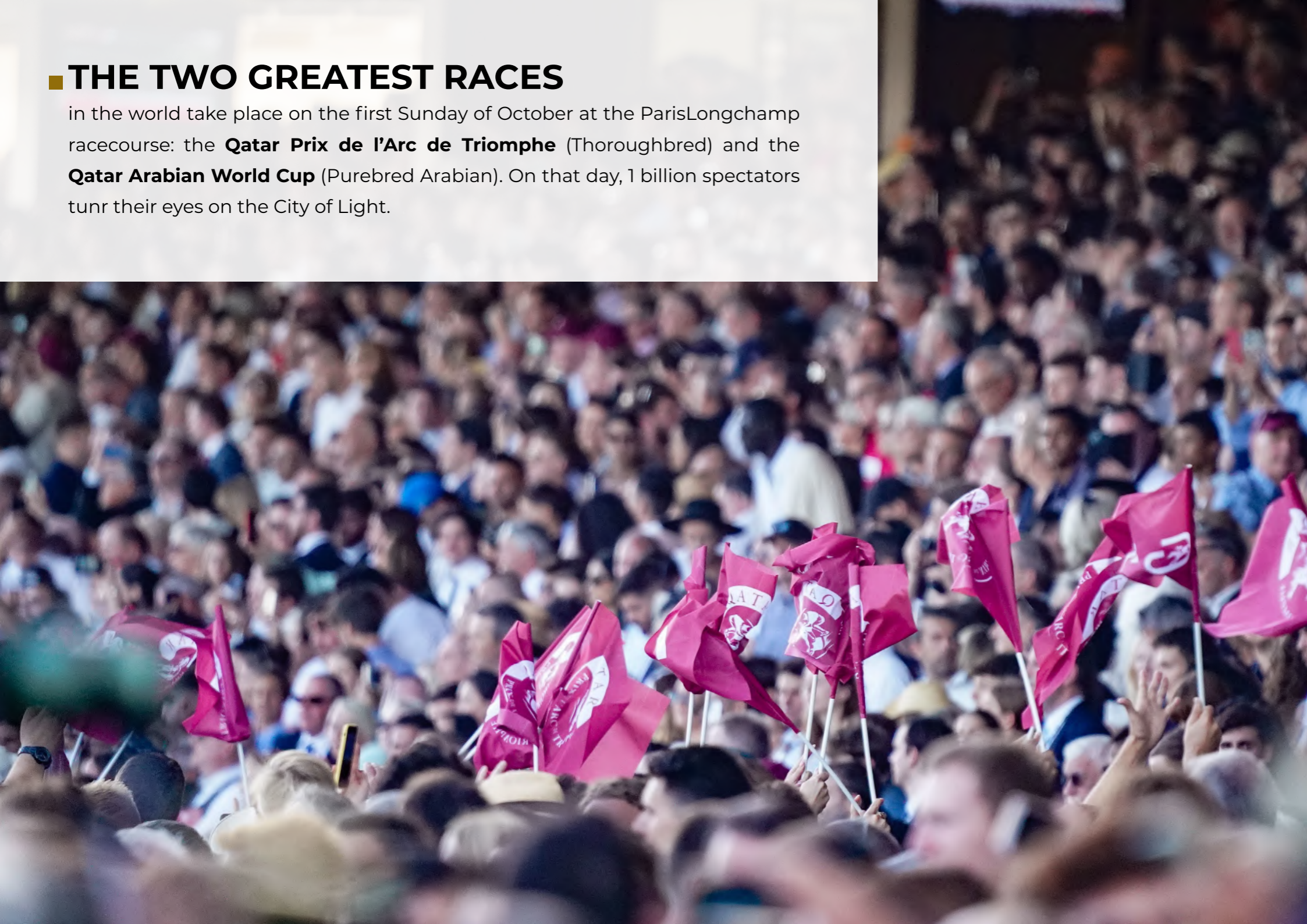
.17 / *JDG ARABIANS*

.20 / *THE ARABIANS YEARBOOK*

.23 / *AGENCE G*

■ THE TWO GREATEST RACES

in the world take place on the first Sunday of October at the ParisLongchamp racecourse: the **Qatar Prix de l'Arc de Triomphe** (Thoroughbred) and the **Qatar Arabian World Cup** (Purebred Arabian). On that day, 1 billion spectators turn their eyes on the City of Light.



RACING'S SMARTMAIL: FOR PROFESSIONALS, BY PROFESSIONALS

Over 30 pages in A4 format, or by e-reader, Jour de Galop (JDG) tells you all the indispensable racing and bloodstock news from around the world. An unmissable tool for the thousands invested in the Thoroughbred industry, where the right news at the right moment can make all the difference.

No other form of communication is as universal or as stable as the e-mail. Nor as personal! An e-mail tells you that the paper is online; it takes one click in the mail to download the PDF version, or in reader mode which allows you to translate the entire journal into English; a file format that displays regardless of your device, and regardless of its age; a desired mail that takes zero effort to read, providing 100% client satisfaction.

Delivery by e-mail is without equal: at a time of hyper-connectivity, security breaches, data manipulation, unwanted or unintentional breach of privacy. It is the last refuge of our digital privacy. The last space where you can express your freedom to receive information or not, to open a message or not, to read it or not.

JDG, LEADER BY NATURE

A perfect saturation of the target

N°1

Jour de Galop is the only French-language media consulted daily by the most involved individuals in the French racing industry: active breeders and owners, trainers, service-providing entrepreneurs, institution leaders...

7,900+

People receive JDG by email, 7/7

Open and click rates

4,700+ (60% downloads / base)

72,100+

Followers on Social Networks

The biggest racing community in France



MVA (Most Valuable Advert!)

Extremely high retention of information by our readers, both for articles and for advertising

€198

The price of a one-year subscription to JDG

Geographics



85%
France



8%
Europe



4%
USA



3%
Australasia

Demographics



88%
Owners & Breeders



7%
Trainers



5%
Institutions

Passion and confidence shared

For over **fifteen years**, *Jour de Galop* has shared with its readers:

- A personal and intimate relationship
- Relevant reading context
- Sharp and professional information
- Mutual trust
- Maximum commitment
- Brand leaders

Targeted and comprehensive contents: Medias & Services

JOUR DE GALOP

E-daily 7/7

4,700 downloads / day

JDG ARABIANS

E-monthly bilingual (ENG & FR)

1,200 downloads / day

JDG SPÉCIAL

Three special bilingual thematic issues distributed free by email, on social media and in printed versions during the Arqana Sales.

A print run of 600 copies per issue

THE ARABIANS YEARBOOK

The reference book on the Purebred Arabian
(Released in January). Print run of 850 copies

SOCIAL NETWORK

The biggest horseracing community in France
72,100+ followers (Facebook, Twitter & Instagram)

AGENCE G

Bespoke communication

Rates page 10

MEETING

Racing is not only a sport, nor a show. It is also an incredible place to network and to communicate. Socialising around a Pimm's at Royal Ascot, a Mint Julep at the Kentucky Derby, or champagne at Chantilly for the **Prix de Diane**.

In France, a race day is known as a **'reunion'**, and several consecutive days a **'meeting'**. The vocabulary itself is that of gathering and exchanging. Symbolic!



NETWORK

Since 2010, Jour de Galop has taken the lead on social networks. A natural step for a player in communication. Today, we have gathered the largest network of young investors and racing professionals on the three most influential networks: Facebook, Twitter and Instagram — with more than 72,100 cumulative followers.

f | Facebook 41K **X | Twitter** 13,6K **@ | Instagram** 15,9K

OPPORTUNITIES...

- Reach an extended and qualified audience
- International and young
- Completely engaged and influential

OBJECTIVES...

- Recruit new clients
- Interact with your target audience
- Develop brand awareness
- Sell your products

VARIOUS FORMATS...

- Texts
- Photos
- Videos
- Stories
- ...

SOCIAL NETWORKS RATES (FACEBOOK, TWITTER & INSTAGRAM)

€ exVAT / publication

Sharing a post

Sharing a post on our three social networks (SN)	385
Sharing a post on one social network (ex. Instagram)	165
Sharing a live video on Facebook	starting at 220
<i>To be refined according to the duration of the live</i>	

Sponsorship of a JDG post

Summary on Instagram Story	770/month
Results on Facebook & Instagram	1,320/month

2025 RATES CARD



ONLINE EDITIONS

€ exVAT/ad

PREMIUM placements

Cover (W 210 x H 297 mm) 1,320

Page 1

Front Page Strip Ad (W 192 x H 63 mm) 528

Following pages

Full page (W 210 x H 297 mm) 825

Half Page Horizontal (W 192 x H 126 mm) 528

Half Page Vertical (W 92 x H 270,5 mm) 528

Quarter Page Horizontal (W 192 x H 63 mm) 385

Quarter Page Vertical (W 92 x H 126 mm) 385

One-eighth Page Horizontal (W 192 x H 31 mm) 275

One-eighth Page Vertical (W 92 x H 62 mm) 275

Other formats

Section Header
(Header banner on the first page of the article: W 210 x H 34 mm)

One-Off Success Box 121

(Banner in the results' section: W 92 x H 24 mm)

Success Box Package 60

(For all Winners or Stakes placed)

Classified Ads 215

(7 ads / 7 consecutive days)

Job postings 330

(7 ads / 7 consecutive days)

PRINTED EDITIONS AT MAJOR SALES

Double edition: online + printed

Printed in colour and distributed at the sales and in the hotels

ARQANA

11-12 February, 10 May, 2-3 July, 15-20 August, 19-25 October,
15 November, 17-21 Novembre, 5-9 December

Full Page (825 + €110 of production costs) 935

Half Page Horizontal (528 + €55 of production costs) 583

Quarter Page in front page (528 + €55 of production costs) 583

Quarter Page (385 + €55 of production costs) 440

One-eighth Page (275 + €33 of production costs) 308

Costs cover the production of a full colour advert on both sides (on glossy coated paper) and distribution of 600 hard copies

... Special sizes / formats

Cover (W 192 x H 216 mm) 1,650

Front Page Prime (W 135 x H 48 mm) 440

Inside Front & Back Cover (W 210 x H 297 mm) 1,320

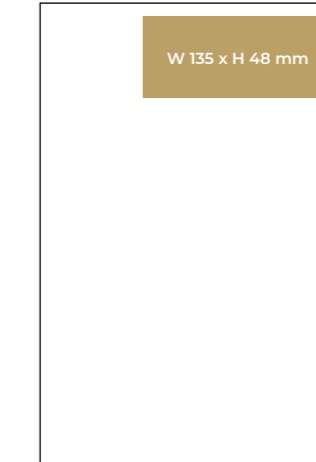
Inside Back Cover (W 210 x H 297 mm) 1,045

TECHNICAL SPECIFICATIONS

All advertisements can be **linked** to websites, videos, other content.

Format **JPG 300 dpi** only

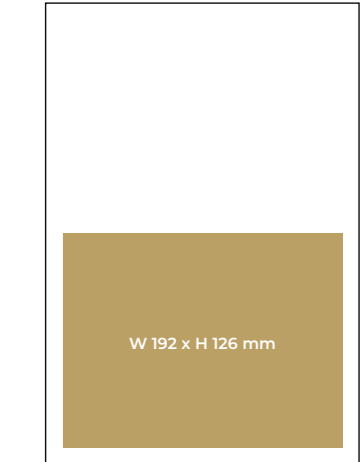
FRONT PAGE PRIME



FULL PAGE



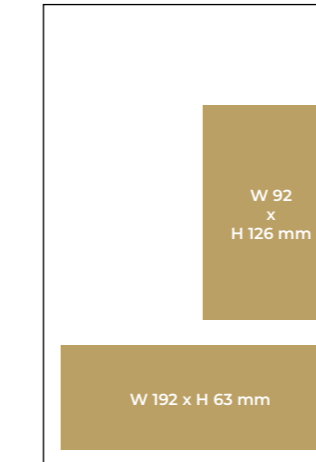
HALF PAGE H



HALF PAGE V



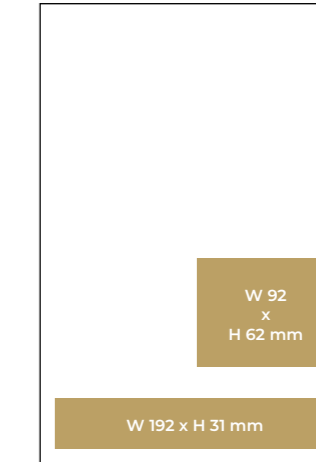
QUARTER PAGE H & V



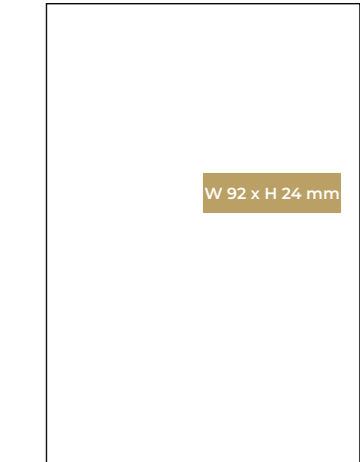
SECTION HEADER H



ONE-EIGHTH PAGE H & V



SUCCESS BOX



2025 RATES CARD



WEB FORMATS (jpg, png, gif)

€ exVAT/ad

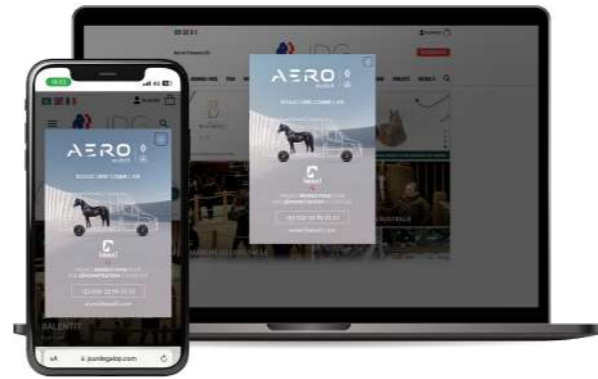
Interstitial advert (Pop-Up)

An exceptional placement, the interstitial advert is displayed upon arrival on the homepage.

This advert will be seen by all JDG readers when they access the website or the paper.

(W 600 px H 900px)

€2,900 / week
(€480 exVAT / day)



Native advertising

We strongly believe in content-based advertising because it is consumed differently, and hugely impactful in terms of audience reach and message retention.

This 'advertorial' placement is featured on the homepage of our site, making it the first information visible to the reader.

€390 / week
(€890 exVAT / 3 days)



Homepage banner

A Premium position, the homepage banner is the visual found at the top of our homepage www.jourdegalop.com.

This advertising placement reaches not only the readers who download the paper but also visitors who consume content directly on the website www.jourdegalop.com throughout the day.

(W 1200px H 300px)

€1,900 / week
(€380 exVAT / day)



Mail banner

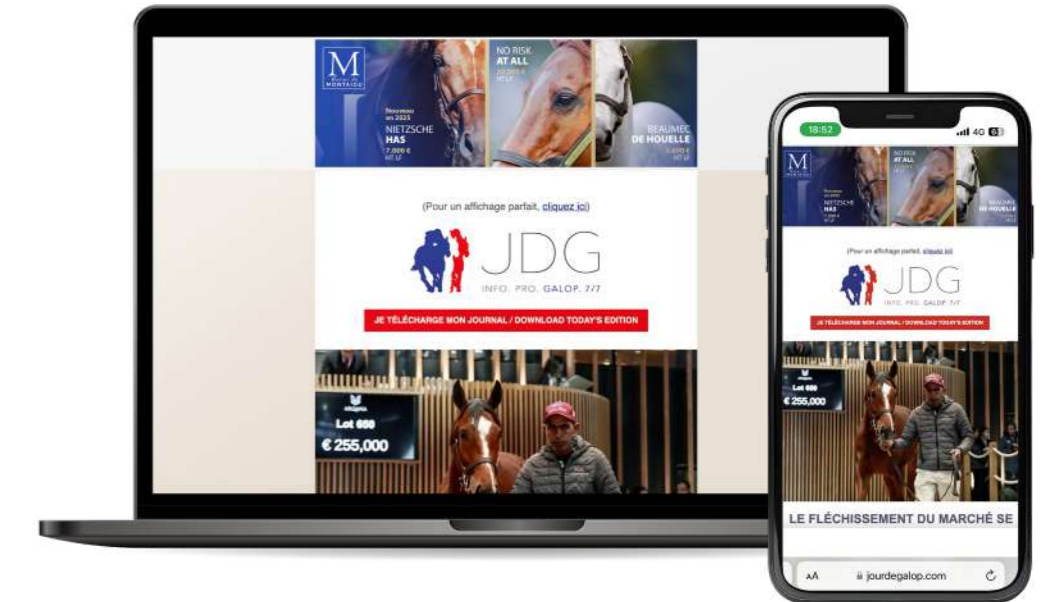
This highly sought-after advertising space is located at the top of the daily email sent to our 7,00 subscribers when the newspaper is published. This email is no longer just a teaser but a complete newsletter, containing summaries of the leading articles of the day. The ultimate Premium placement!

With this advertising format you reach our readers directly in their mailbox, with an opening rate that is automatically higher than the download rate.

(W 1200 px H 400 px ; 72 dpi)

€2,900 / week

(€480 exVAT / day)



THREE NEW UNIQUE EDITIONS, CREATED BY JDG

Expert and exclusive special editions

15/11 : National Hunt special issue

1/12 : Bloodstock special issue

15/01 : Route des étalons special issue

Featuring targeted content for your target audience EDITORIALS by experts in their domain: Adrien Cugnasse, Christopher Galmiche, Adeline Gombaud as well as editorials from the biggest names in bloodstock journalism.

Unique format full page
(W 210 x H 297 mm)

Special net prices exVAT

- 1 issue €750 / advert
- 2 issues €600 / advert
- 3 issues €500 / advert



A REAL STRIKING FORCE, POWERFUL AND INTERNATIONAL

All three issues are distributed free by email / social networks / print across Europe in French and English (digital version)



1	WEB	Online on www.jdg.club (NEW! FR+ENG)	175,000 visitors
2	+ MAILING	Flash-Info with download link	11,500 emails in the database
3	+ MAILING	Special issue included in the daily edition	7,900 subscribers
4	+ SOCIAL NETWORK		72,100+ followers
5	+ PRINT	<ul style="list-style-type: none"> NATIONAL HUNT special issue > printed edition BLOODSTOCK special issue > printed edition 	Arqana November Sale (18-21/11) Arqana Breeding Stock Sale (7-10/11)



■ TREASURED

In the World Heritage List, the Purebred Arabian is at the forefront – they are the origin of all the breeds of racehorses. Beautiful, quick, gentle, intelligent. A living treasure.

JDG ARABIANS, THE ONE AND ONLY

The French Purebred Arabian is a monthly magazine published in partnership with the French Arabian Horse Racing Association (AFAC).

Fully bilingual (English / French), it consists of news, race reports, features, interviews... and covers all areas related to the Purebred Arabian racehorse in France and across the world.

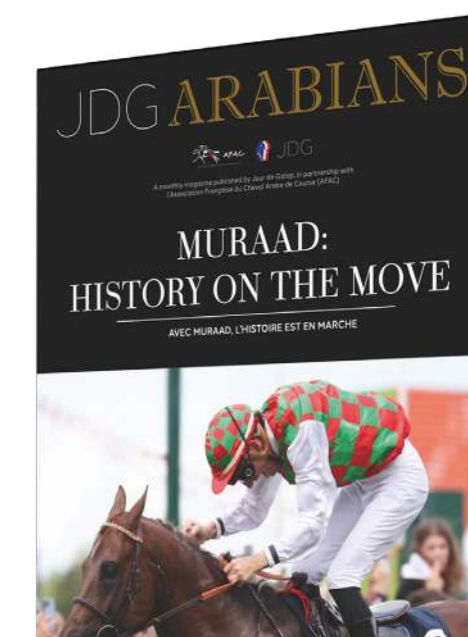
It benefits from a highly qualified distribution, including all the major players in the Purebred Arabian racing scene in France and on the international stage.

11 issues a year, including a printed edition for the unique Purebred Arabian sale in early October in Saint-Cloud.

Publication: the 28th of each month.

Printed edition: Thursday 2nd October 2025, Saint-Cloud

Rates page 18



2025 RATES CARD

FORMATS

JDG ARABIANS

ONLINE EDITIONS

€ exVAT/ad

PREMIUM placements

Cover (W 210 x H 297 mm) 1,320

Following Pages

Double Spread (W 420 x H 297 mm) 1,485

Full Page (W 210 x H 297 mm) 825

Half Page (W 192 x H 126 mm) 528

Quarter Page (W 192 x H 63 mm) 385

One-eighth Page (W 192 x H 31 mm) 275

Sponsoring...

Header banners

(W 210 x H 48 mm)

... throughout the entire magazine 3,850

... with articles from the FPA published in *Jour de Galop* 330

... in the summary of the magazine 220

... in the agenda pages 220

PRINTED EDITION

€ exVAT/ad

Thursday 2nd October 2025, Saint-Cloud

Double diffusion: online + printed

Printed in colour and distributed at the Arqana Purebred Arabian Sale

Double Spread 1 695

(1,485 + €210 of technical charges)

Full Page 935

(825 + €110 of technical charges)

Half Page 583

(528 + €55 of technical charges)

Quarter Page 440

(385 + €55 of technical charges)

One-eighth Page 308

(275 + €33 of technical charges)

These technical charges include CMYK printing (on glossy coated paper) and distribution of 250 hard copies.



...Exclusive ad spaces

Cover (W 192 x H 216 mm) 1,650

Inside Front Cover (W 210 x H 297 mm) 1,320

Inside Front Cover Spread (W 420 x H 297 mm) 2,420

Inside Back Cover (W 210 x H 297 mm) 1,045

Inside Back Cover Spread (W 420 x H 297 mm) 2,145

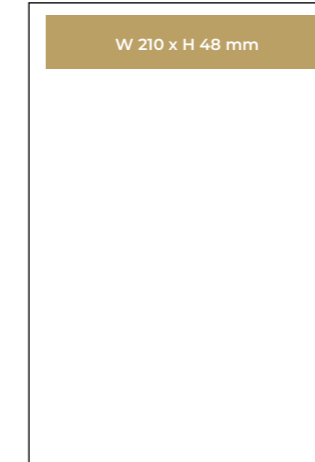
Back Cover (W 210 x H 297 mm) 1,320

TECHNICAL SPECIFICATIONS

All advertisements can be **linked** to websites, videos, other content.

Format **JPG 300 dpi** only

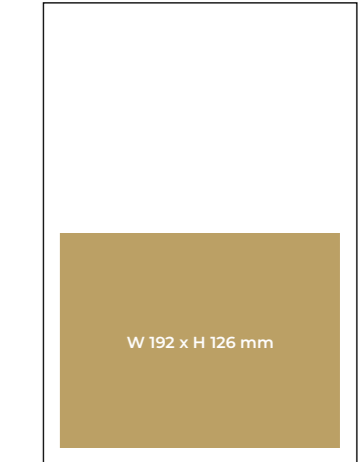
HEADER BANNER



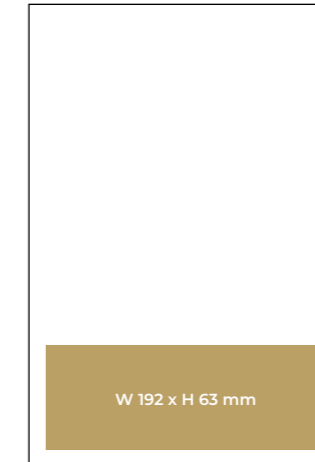
FULL PAGE



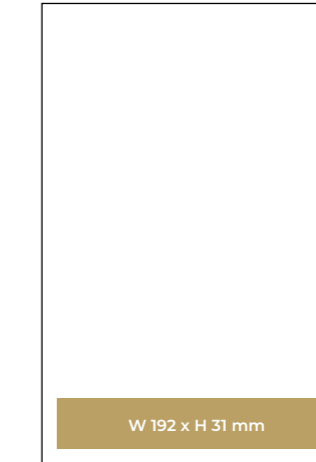
HALF PAGE H



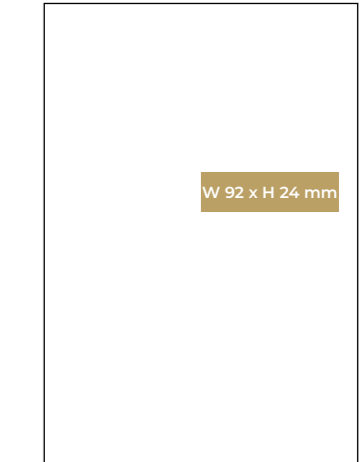
QUARTER PAGE H



ONE-EIGHTH PAGE H



SUCCESS BOX



IN TRIBUTE TO THE ARABIAN HORSE

In January 2018, in collaboration with the French Arabian Horse Racing Association (AFAC), we created *The Arabian Yearbook*.

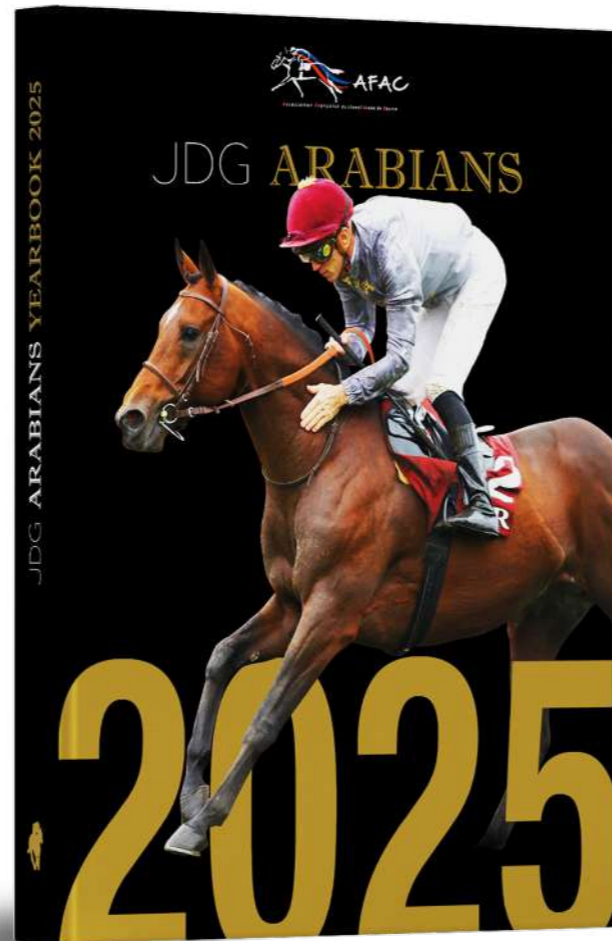
This is a luxury bilingual book (English / French) of 248 pages, at once practical, professional and prestigious. This Yearbook includes the reports of all Group and Listed Purebred Arabian races contested in France during the year, the leader tables (professionals and horses), an extensive stallion book, etc.

This book is sent, free of charge, to all AFAC members and the sponsors of Purebred Arabian racing. With a print run of 500 copies, it is offered to the winning connections of all Purebred Arabian Group races in France. It is also available at several major international events and emailed in PDF format to the entire database of The French Purebred Arabian.

Finally, it can be downloaded in PDF on our dedicated website...

248 pages

W 240 x H 320 mm



2025 RATES CARD

THE ARABIANS YEARBOOK

PREMIUM PLACEMENTS

€ exVAT

Back Cover	3,850
Inside Front Cover Double Spread	3,850
Full Page opposite the editor's note	2,200
Full Page opposite the contents	1,650
Left-hand Page in front of the summary	1,650
Double page 3 ^e de couverture	2,200

Inside pages

Full Page	550
Double Spread	950

Technical specifications

PDF 300 DPI CMYK

Full Page

W 240 x H 320 + 5 mm bleed, without crop marks

Double Spread

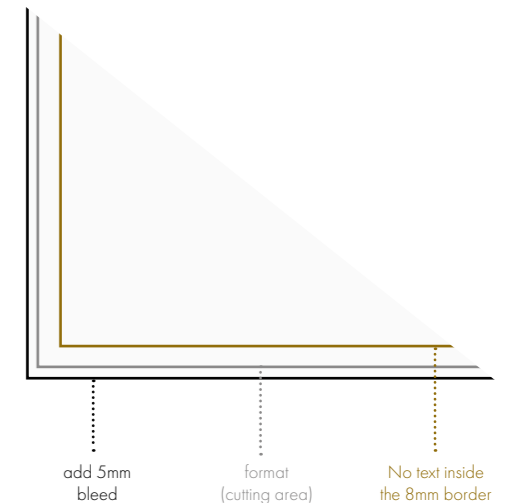
W 480 x H 320 + 5 mm bleed, without crop marks

Full Page in the Stallion Guide

W 214 x H 292 mm, no bleed

Double Spread in the Stallion Guide

W 428 x H 292 mm, no bleed



Creativity completely focused on commercial efficiency for the socio-professionals.

In 2016, we created **Agence G** to help you make the right choices, target, brand, editorialize.

Agence G is a niche communication consulting agency — which knows its target perfectly, and can add value to a producer-consumer relationship that is constantly evolving.

Our team is made up of copy writers trained by *Jour de Galop*, racing experts. They are present every day in the field.

In permanent relation with our communication agency, they will help you identify your communication opportunities and structure your commercial message, in French and in English.

Our designers know how to best design your ad to capture the attention of *Jour de Galop* readers at first glance; and our social managers know how to optimize your message on social networks.

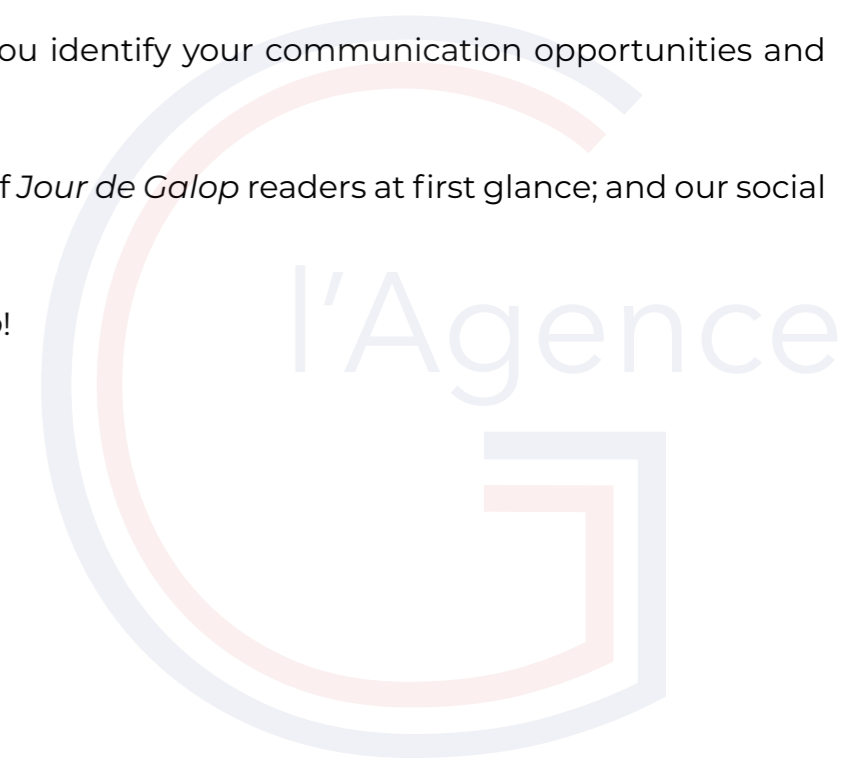
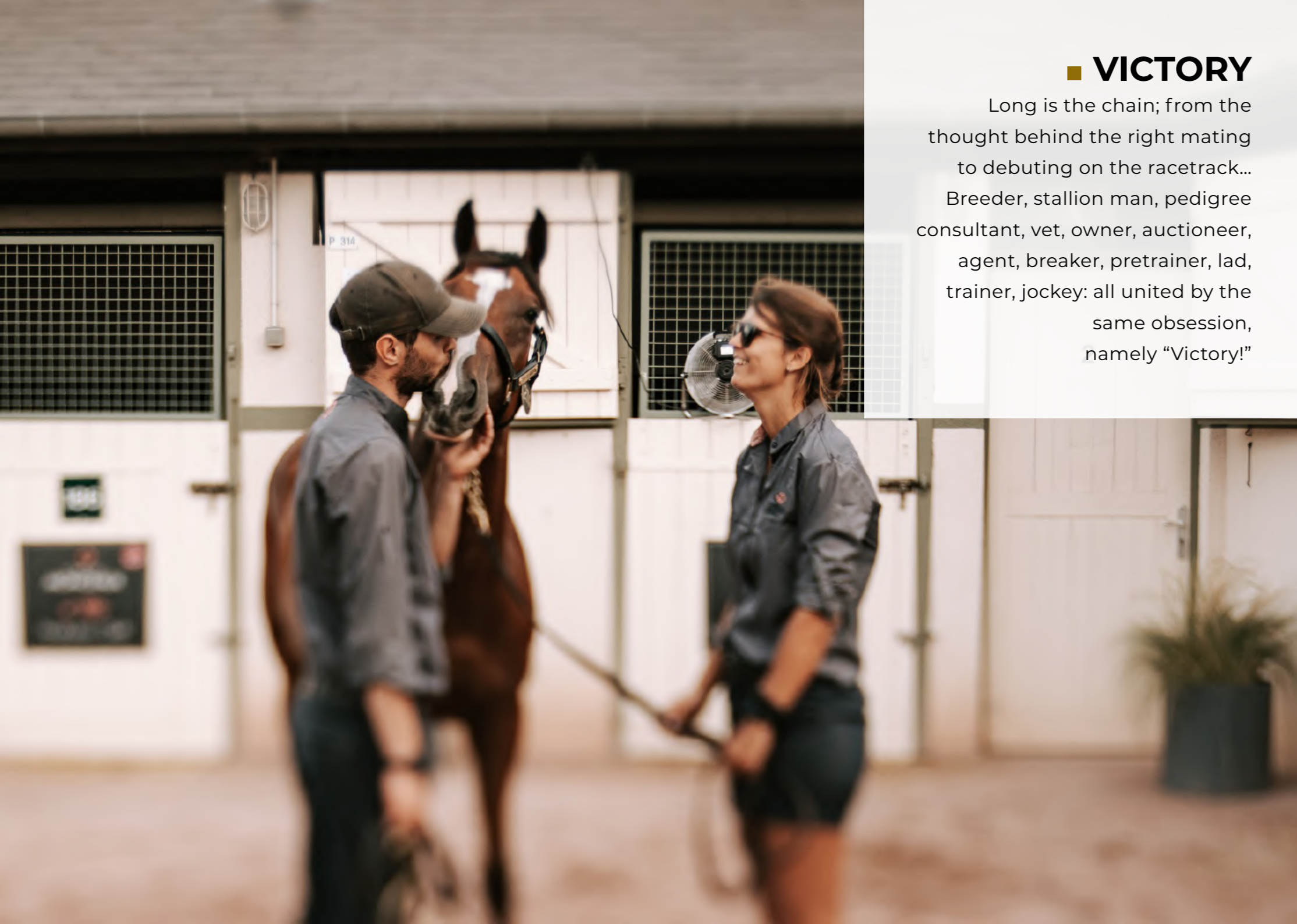
This is the result of more than 16 years of experience within *Jour de Galop*!

For more information (prices, portfolio etc) visit:

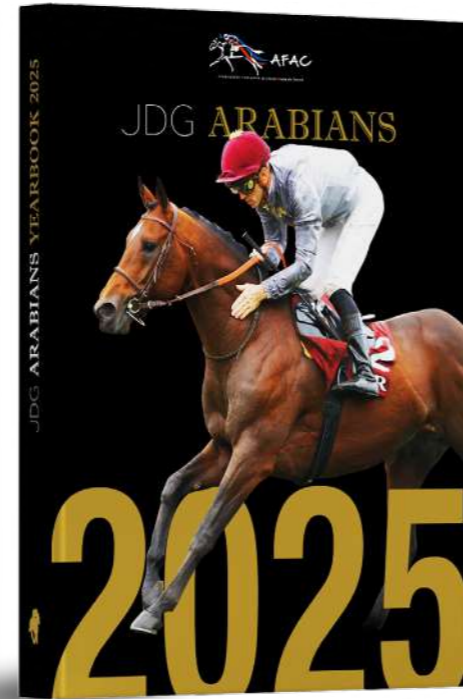
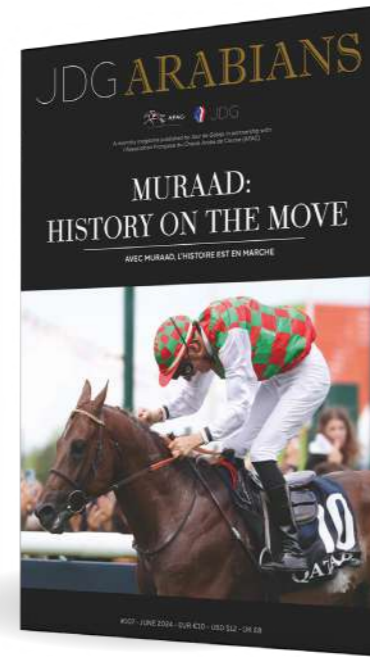
www.agence-g.com

■ VICTORY

Long is the chain; from the thought behind the right mating to debuting on the racetrack... Breeder, stallion man, pedigree consultant, vet, owner, auctioneer, agent, breaker, pretrainer, lad, trainer, jockey: all united by the same obsession, namely "Victory!"



THANK YOU FOR YOUR LOYALTY



Élodie de LAGENESTE
+33.66.999.72.38
edl@jourdegalop.com



Astrid PELTIER
+33.674.38.07.84
ap@jourdegalop.com



Lizzy Sainty
+33.669.25.82.33
ls@jourdegalop.com



Lavinia BROGI
+33.666.55.19.88
lb@jourdegalop.com



Salomé LELLOUCHE
+33.637.23.52.89
ll@jourdegalop.com

