HORSE RACING FANS

Do Mail Metro Media readers enjoy following horse racing? You bet! Our horse racing content is seriously popular and our platforms less cluttered than rival stables, meaning less jockeying for space! Our cross-media platforms are a great way to reach both the casual big event betters and all year round horse racing fans!

WHERE READERS FOLLOW HORSE RACING

- 77% have listened to horse racing on the radio
- 76% have attended live horse racing event
- 70% have read about horse racing online
- 70% have watched horse racing on TV
- 70% have read about horse racing in newspapers

POWER OF OUR MEDIA

- Metro readers x3.1 more likely to have paid to watch horse racing at a venue
- Mail readers x1.6 more likely to regularly bet on horse racing
- Telegraph readers x4.8 more likely to read about racing in newspapers

HOW OUR READERS CHOOSE THEIR HORSE

THE 'CHANCERS'
- 1 in 2 choose their horse based on its name (FEMALE INDEX 133)

THE 'CHOOSERS'
- 1 in 3 study the form before making a bet (MALE INDEX 120)

THE 'TIPSTERS'
- 1 in 4 use tips from their friends or family (MALES 18-34 INDEX 130)

Sources: DNA Profiles 2023, Pulse Poll 2023, Summer Of Sport 2022, TGI GB February 2023
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MARK THE DATE

14th-17th March
Cheltenham Festival

11th-15th April
Grand National

2nd-3rd June
Epsom Derby

20th-24th June
Royal Ascot

26th-27th December
Ladbrokes Christmas Festival

CHELTENHAM FESTIVAL WITH MMM

MailOnline & Metro.co.uk published 96 articles about Cheltenham Festival in 2022, generating 1.7m article views from 963k unique users who spent 39k hours reading.

GRAND NATIONAL WITH MMM

MailOnline & Metro.co.uk published 42 articles about the Grand National in 2022, generating 950k article views from 655k unique users who spent 24k hours reading.

ROYAL ASCOT WITH MMM

MailOnline & Metro.co.uk published 80 articles about Royal Ascot in 2022, generating 4.5m article views from 2m unique users who spent 114k hours reading.

TARGET OUR HORSE RACING FANS USING DMG::ID

Using dmg::ID you can target our readers based on demographics, life stage, interests, purchasing habits or geo-location. Alternatively, we can create custom segments for you.

1.1M GAMBLING & BETTING

Users are added to this segment if they read content about gambling or bets across our sites in the last 30 days.

735K HORSE RACING FANS

Users are added to this segment if they have visited the Horse racing sections of our sites in the last 30 days OR have read horse racing content across our sites in the last 30 days.

CONTEXTUAL

Place your ads against contextually relevant content.

MailOnline Horse Racing Channel
Estimated 80k impressions

MailOnline Sport Channel
Estimated 4m impressions

Sources: DNA Profiles 2023, Pulse Poll 2023, Summer Of Sport 2022, TGI GB February 2023