



# 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!



Mail Metro Media reaches **2 in 3** people interested in horse racing



**5.3m** Mail Metro Media readers bet on horse racing



Mail Metro Media reaches **7 in 10** people who bet on horse racing

## 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)




# HORSE RACING FANS

## MARK THE DATE



## 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



Daily Mail **+19k** Uplift for duration of Cheltenham

## 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



Daily Mail **+19k** Uplift for Grand National pull out

## 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