



| JDG, leader by nature.

A perfect saturation of the target

N°1

Always in the top Google search results when looking for the name of a horse or stud...

7,900+

People receive JDG by email, 7/7

Open and click rates

4,700+ (60% downloads / base)

65,000+

Followers on Social Networks (Facebook, Twitter & Instagram)

The biggest racing community in France

Geographics

85% France

8% Europe

4% USA

3% Australasia

Demographics

88% Owners & Breeders

7% Trainers

5% Institutions

JDG is also...

AGENCE G

Bespoke communication

2024 RATES CARD

ONLINE EDITIONS

€ exVAT / ad

PREMIUM placements

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

Page 1

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

Following pages

Full Page (W 210 x H 297mm) 825

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

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

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

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

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

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

Other formats

One-Off Success Box 121

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

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)

Web formats (jpg, png, gif)

Interstitial advert 2,400/week

(W600px, no limit in height) (480/day)

Homepage banner 1,800/week

(1200 x 300px) (360/day)

Mail Banner 1,200/week

(600 x 200px) (240/day)

PRINTED EDITIONS AT MAJOR SALES

Double edition: online + printed

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

ARQANA

13-14 February, 11 May, 2-4 July, 14-20 August,

20-26 October, 15-16 November, 18-20 November, 6-10 December

OSARUS

9-10 September

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 L 192mm) 1,650

Front Page Prime (W 135 x H 45mm) 440

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

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

SOCIAL NETWORKS

(Facebook, Twitter & Instagram)

Post

A post on our three social networks (SN) 385

A post on one social network ex. Instagram 1165

Sharing a post

Sharing a post on our three social networks 385

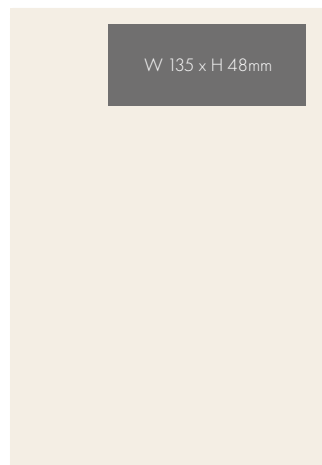
Sharing a post on one social network ex. Facebook 165

Sharing a live video on Facebook starting at 220

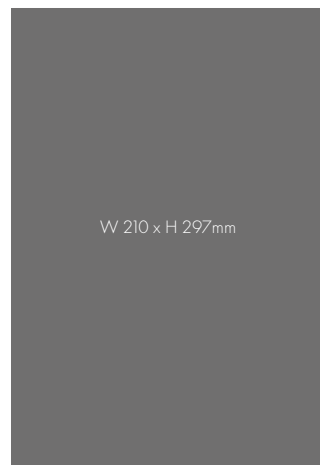
To be refined according to the duration of the Live

FORMATS

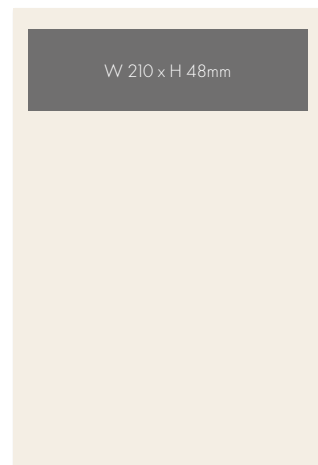
Front Page Prime



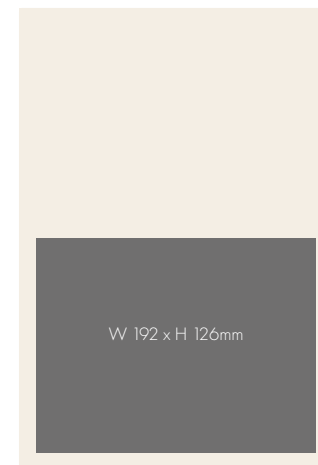
Full Page



Header Banner



Half Page Horizontal



TECHNICAL SPECIFICATIONS

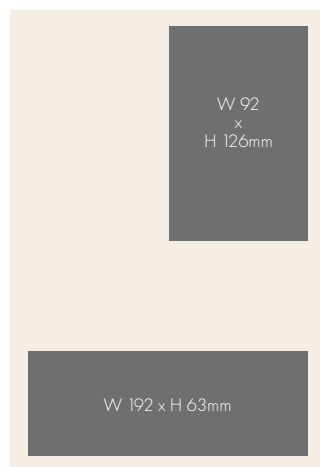
All advertisements
can be linked
to websites, videos,
other content.

Format **JPG 300 dpi**
only

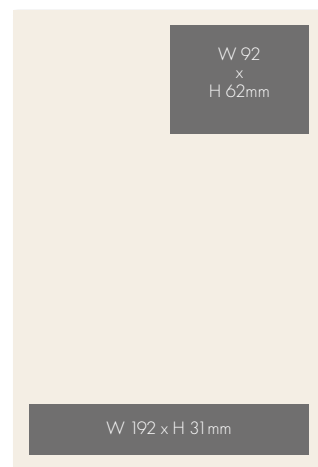
Half Page Vertical



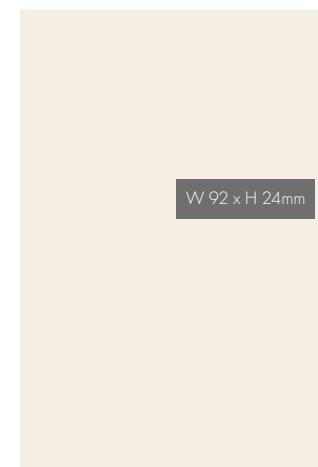
Quarter Page H & V



One-eighth Page H & V



Success Box



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