

The Saratoga Special



The Belmont at Saratoga III

Racing returns for the third Belmont Stakes Racing Festival at Saratoga this summer. The five-day meet, June 3-7, will attract the world's best horses and horsemen culminating in the final leg of the Triple Crown, the \$2 million Belmont Stakes Saturday, June 6 – all at North America's most storied racetrack. Saratoga Race Course proved to be up to the task in 2024 and 2025, and gets a finale as construction nears completion downstate on a new Belmont Park.

Publication Schedule

The five-day Belmont Stakes Racing Festival runs Wednesday-Sunday, June 3-7. The Special will publish four editions June 4-7 with previews, features, columns, expert handicapping and content you can't get anywhere else.

ISSUE 1

THURSDAY, JUNE 4.

Wednesday coverage, Thursday previews, a dose of Belmont history, columns, entries, handicapping, etc. Stakes: Belmont Gold Cup, Intercontinental, Pennine Ridge, Jersey Girl.

ISSUE 2

FRIDAY, JUNE 5.

Thursday coverage, Friday stakes previews, the buildup for the big one, columns, features, entries, handicapping, etc. Stakes: New York, Acorn, Ogden Phipps, Bed o' Roses, Wonder Again.

ISSUE 3

SATURDAY, JUNE 6. Belmont Day.

World-class race day. Friday coverage, Saturday stakes previews, columns, entries, handicapping, etc. Stakes: Belmont, Manhattan, Met Mile, Woody Stephens, Just A Game, Jaipur, True North.

ISSUE 4

SUNDAY, JUNE 7.

Full Saturday coverage, Sunday previews, looking back, looking ahead, columns, entries, handicapping, etc. Stakes: True North, Poker, Soaring Softly.

Advertising Rates and Sizes

Full Week (4 insertions)		Single Edition		Dimensions & Specs (Inches WxH). Full color. High-res jpg or pdf.
Size	Price	Size	Price	
Full	\$3,700	Full	\$1,850	9.5 X 9.75
1/2	\$2,800	1/2	1,200	9.5 X 4.75 or 4.625 X 9.75
1/4	\$2,500	1/4	\$900	4.625 X 4.75 or 9.5 X 2.375 or 2.25 X 9.75

Space is limited. Ask about back cover, other premium positions and editorial sponsorships.

Distribution, Readership, Content

The Special will be distributed in print and online to thousands of loyal readers in Saratoga Springs for the racing and beyond.

Print Readership: 5,000 minimum editions per day distributed free on track and around town.



Online Readership: Emailed to 5,000 each day, including an ever-expanding list of PAID members of The Saratoga Special Readers Club. Also available online at thisishorseracing.com.

Editions feature some of the **best handicapping** (you can look it up) in racing, previews, recaps, news, features, columns and stellar photography to create a package you can't get anywhere else.

thisishorseracing.com



Let's do it again

How good was Sovereignty? That good, as he roared to victory in the Belmont Stakes for Godolphin, Bill Mott, Junior Alvarado and racing fans everywhere. And then wound up the 2025 Horse of the Year.

The Special witnessed every step, and returns for more in 2026 – the third and final installment of Belmont at Saratoga.

Expect the same Eclipse Award-winning coverage from the team. Previews, recaps, handicapping, columns, classic photography and so on.

It's all here at the country's greatest racetrack. Read, advertise, get on board.