Sport Magazine Partners With Racing Post for Cheltenham Festival

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In a rare cross-publication partnership, Sport magazine and the Racing Post have teamed up to produce a special supplement dedicated to the Cheltenham Festival.

The 24-page inbound supplement will appear in the March 6 issue of Sport, and feature interviews with leading horse racing figures including Paul Nicholls, Richard Johnson and Barry Geraghty. Expert tipping is provided by Racing Post betting editor Paul Kealy.

"Racing Post is delighted to be partnering Sport on their Cheltenham coverage once again," said Louise Agran, Racing Post marketing director. "The team at Sport share our enthusiasm for the Festival - the highlight of the racing calendar - and armed with tips from Paul Kealy, the brilliant supplement will help to make this year's Festival a profitable one.

"Sport is the ideal place for us to showcase our award-winning mobile app to those who love to have a bet on the horses, and it doesn't come much bigger and better than Cheltenham."

Tony Hodson, Sport editor, said: "The Cheltenham Festival is not only one of my favourite sporting events of the year, but also an event that really chimes with our readership – they love the major sporting occasions and relish the added intrigue that comes with having a bet or two.

"The partnership with the Racing Post, one of the most famous brands in racing, affords us an excellent opportunity to create a top-quality bespoke piece of content that will hopefully create a real buzz among our readers ahead of the festival."

The supplement is the central part of a year-long partnership between Sport and the Racing Post, which also includes branded content around the other major racing events of the year, including the Grand National, Royal Ascot and Champions Day.

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