



What our readers are saying:

"This is the best magazine ever wrote!!! The articles are great. Keep up the good work." - **Gary Prachar, Ruidoso NM**

"We have enjoyed the Sure Bet magazine so very much since it first came out. We are now planning on giving several subscriptions to some of our friends and family as gifts." - **Vernon and Sylvia Hauschild – El Paso, TX**

"The unique thing that SureBet has to offer is it has numerous articles about people, horses and racing related topics. When you pick up an issue, there isn't just one interesting article but, there are several. It's great value for the investment of a subscription." - **Norma Alvarez – La Union, NM**

"SureBet is a great addition to the New Mexico racing industry. It is easy to read and keep up with the latest happenings in racing. The pictures are good and the articles are informative. It covers ALL events in the state but it reaches readers all around the country." - **Robyne Draper, Ruidoso, NM**

"Combining the ultra-competitive sport of horse racing with an industry's desire for the most up-to-the-minute news and information on the players in the business, along comes Surebet. Laura and her staff have done a great job keeping up with the sport of racing and the business of casinos as well as catering to the owners, breeders and trainers in the state to bring an informative, worthy site to the Internet, as well as in the monthly printed issues. New Mexico racing and the business of horse ownership and breeding should be very proud." - **Steven Bortstein - Program Director/On-Air Personality - FOX Sports New Mexico, AM1340**

"In business there's an old saying: "Find a need and fulfill it." Flynn did just that with her publication *SureBet*. The action photos are taken by photographers that know their craft. The writing is "top drawer." I should know, as I am a writer. - **Mike Curran - Sports Editor, Ruidoso News**

What our advertisers are saying:

"TELL YOUR ADVERTISERS IT PAYS TO ADVERTISE IN SUREBET. I SAW AN AD FOR SECRET RUN IN SUREBET AND BOOKED TWO MARES TO HIM." - **Lee Howard, NM**

"I am very pleased with the results I have received through SureBet. I received calls from clients in other states that I normally don't get. Also, I'm very pleased with the dedication from the hardworking staff, always ready to help with the big or little things. Excellent performance in my opinion." - **Gene Melton-Byers Ranch, Bent, N.M.**

"After only two days after our first ad came out the phone started ringing and we booked mares right off the bat. SureBet works!" - **John Boegner, Boegner Racing, Tx.**

“SureBet actually gets out of the office to do their advertising not just sitting behind a computer or a phone line. They go out and meet the people and in my case our ranch and horses. After reading their articles you can tell they're very customer related and know the topic in which they are writing about and not afraid to ask questions making sure they get their information accurate.”

“Surebet is a new magazine and I am very pleased to be a subscriber and a participant in their advertising. They have reached new customers for our business and have brought back interest in our field. “ - **Linda Alexander - A & A Ranch - Anthony, NM**

“For a first year publication I have been impressed with the quality product that SureBet offers it readers and advertisers. We have advertised our stallions through this publication and have been very satisfied with the response and feedback that we have received for our advertising dollar.” - **Dena Milner, Bar Y Equine - Berino, NM**

“Surebet is the only periodical that focuses on the racing/casino industry in our area. Racing is a big part of the local economy and we need a magazine that asks the questions and gives the answers. As an advertiser, I think the bang for the buck and specialization of SureBet is right for me.” - **Dallas Draper, Broker Associate – Ruidoso, NM**

Industry opinion:

“SureBet has been a great enhancement to horse racing in New Mexico. Racing fans and track management have come to depend on SureBet to give timely and useful information regarding all aspects of horse racing in the area.

Laura Flynn and her staff have been on site to give complete coverage of our major racing events. They are always very professional in their coverage and advertising of our racing industry.” - **Harold Payne, General Manager - Sunland Park Racetrack & Casino**

“SureBet magazine is an excellent resource for all of the folks who enjoy horseracing in general and especially horseracing in New Mexico. The magazine and its website provides up to the date information on racing in New Mexico. The articles are very well written, comprehensive, interesting and entertaining. The accompanying photographs really capture the beauty of the horses and their human connections who take part in the sport of horseracing in New Mexico. We at the New Mexico Horsemen Association support SureBet in its endeavor to report on the horses and the people who take part in New Mexico Racing.” - **Pat Bingham, Executive Director, on behalf of the 5,900 members of the New Mexico Horsemen's Association.**

“As someone who worked in the racing industry for close to a decade, with several years involved in the New Mexico racing circuit, I enjoy keeping up with all the action and SureBet is a great way for me to stay up-to-date on everything going on in New Mexico racing. One of the great things about SureBet is that you not only get the factual information about each of the tracks and all the big races, you also get the personal stories and “off the track” information about the people who make up New Mexico horse racing. I love learning more about the trainers, jockeys and officials behind the scenes in addition to just the results on the track. SureBet has a very talented team of writers that have been covering racing for many years and who just get it right! Each month I look forward to getting my magazine in the mailbox and truly enjoy the email alerts to always have the most up-to-the-minute news. A great example of this is Peppers Pride's race towards history. SureBet's email alerts have always kept me up to date on when she will run next and they also are the first to tell me how she did if I can't watch the race. Congrats to Laura Flynn and her team on a great publication.” - **Jodi Jablonski, Marketing Manager, Mad Croc Brands, Inc.**