

MEDIA KIT



GO
PAST THE WIRE





The Chosen Vron (#4 white cap) battles his way to a victory in the Grade 1 Bing Crosby at Del Mar. (Ernie Belmonte/Past The Wire)

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INTRODUCTION

Past The Wire brings the racing fan more than just news. We offer expanded stories, bonus photos and videos. Plus original features, Gate To Wire Podcasts, Past The Wire TV, Tracking Trips, handicapping seminars and much more. We focus on getting the information right and giving the fan an entertaining, informative read.

Past The Wire has bold, fresh commentary by Jon Stettin on current topics. Original content by notable published authors such as Jennifer Kelly, Dorothy Ours, Dawn LeFevre and Peter Lee. On site reporting by Ben Baugh, JTW Equine Images, Jim Gazzale, Geo Sette and others. Historical and contemporary stories by Senior Editor, Maribeth Kalinich.



Forte in Churchill Downs workout. (JennyPhotos/Past The Wire)

Watch Jon's relaxed video interviews with notable trainers such as Graham Motion, Paulo Lobo, Bob Baffert, Joseph O'Brien, Chad Brown, Richard Mandella, Todd Pletcher, John Sadler and Steve Asmussen. Also owners Mike Repole and Amr Zedan. Chats with top jockeys Frankie Dettori, Jose and Irad Ortiz, Jr., Jon Court, Chantal Sutherland, Ron Turcotte, Laffit Pincay, Mike Smith, Umberto Rispoli and John Velazquez.

You'll also find the best handicapping shows, and race previews and recaps. Nobody does it better!

Past the Wire covers the very latest in horse racing news and major events from tracks across the country—New York, New Jersey, Maryland, Florida, Arkansas, Texas, Louisiana, Kentucky, California, Ohio and many more. We also cover International racing news from Australia, the United Kingdom, France, Ireland, Dubai and Saudi Arabia.

Past The Wire brings you information, opinion and entertainment uncensored and unfiltered.

ABOUT JONATHAN STETTIN, PUBLISHER

Jonathan Stettin is founder and host of Past the Wire TV, one of the fastest growing Horse Racing networks and shows on YouTube. With a roster of interesting industry players including Hall of Famers, the show features unique conversations you just won't get anywhere else.

Launched by Jonathan in July 2020 and airing weekly, "Gate to Wire" with co-host Michael Vale quickly became a top-rated podcast offering sharp and up-to-date horseracing analysis and real dialogue about industry issues.



Also active in racing aftercare, Jonathan has assisted in the rescuing and rehoming of several former racehorses as well as mustangs and dogs.

- Contributing Writer: AmWager and Horse Player Monthly; Cover story published on American Horseplayer
- Radio: Dave Johnson's "Down the Stretch" and JJ Graci's "It's Post Time"
- Guest Panel, 2017 Equestricon

Follow Jonathan on Twitter [@jonathanstettin](https://twitter.com/jonathanstettin).

Left photo: Jonathan Stettin visits with Lava Man at Doug O' Neill's barn.

Right photo: A chat with trainer Steve Asmussen at the Breeders' Cup at Keeneland.

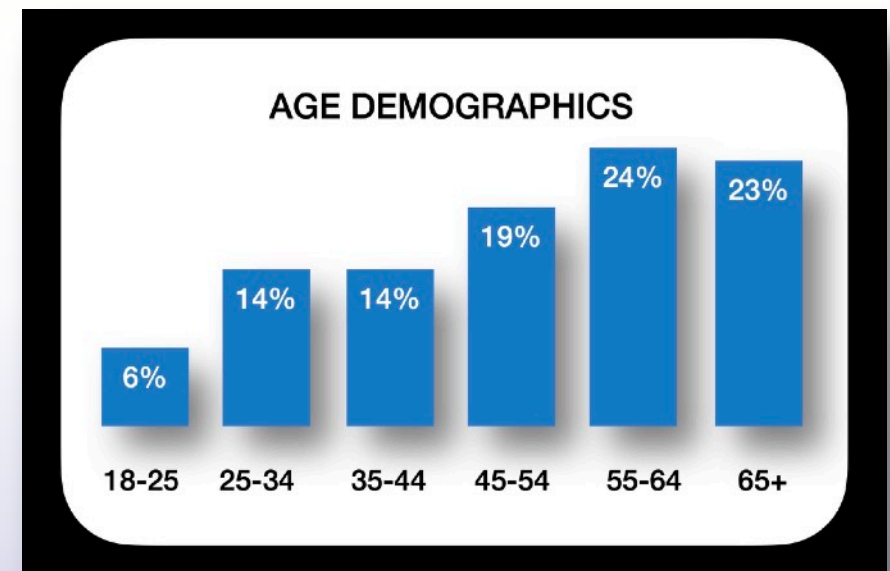
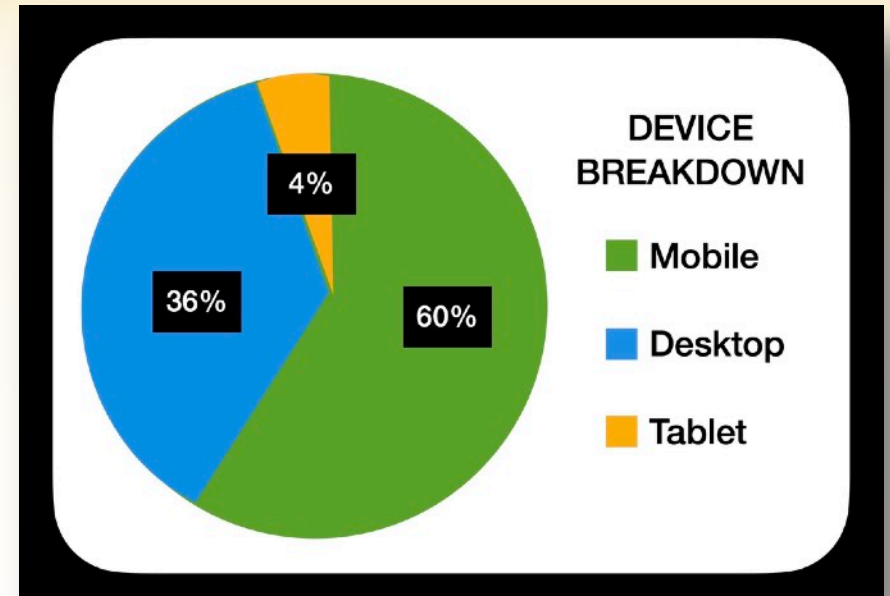
METRICS

- ✓ Low Bounce Rate (8.8%)
- ✓ High Viewer Retention
- ✓ Expert SEO
- ✓ High Percentage of Organic Traffic:
Organic Search 35%, Organic Social 25%, Direct 30%,
Referral 8%, Email 2%
- ✓ Over 2.6 Million Annual Website Visitors
- ✓ High Percentage of Ad Impressions

Leading Market Demographics:

USA: Kentucky, California, New York, New Jersey, Florida, Arkansas, Maryland, Texas, Pennsylvania, Ohio, Georgia, Illinois.

International: Canada, United Kingdom, Ireland, France, Dubai, Australia.

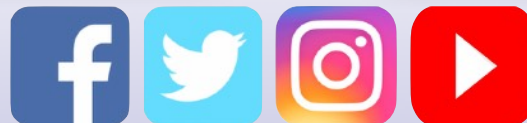


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METRICS

244,847 views from January 1, 2023 thru August 1, 2023. Steadily climbing and widely recognized as the best YouTube channel in Horse Racing. High viewer retention, growing fanbase, increasing views. It is not only the views, but also THE COMMENTS. Click to see for yourself what our viewers have to say about our shows.



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Courtney Snow/PastTheWire

TESTIMONIALS

"For a different and unique perspective on horse racing, I read Jonathan Stettin's Past The Wire."

–Mike Smith, Hall of Fame Jockey, Triple Crown Winner

"For the best in horse racing, I read Past The Wire, and you should read it, too."

–Tommy Massis, Owner, Breeders' Cup Betting Challenge Champion

"Past The Wire offers a fresher approach to Thoroughbred industry topics that differs from the traditional media outlets."

–Clark Shepherd Bloodstock Agent
www.Bloodstock-Agent-KY.com

"I'm Umberto Rispoli and I read Past The Wire."

–Umberto Rispoli, World Champion Jockey

"Past The Wire and Tracking Trips are invaluable resources. Jonathan Stettin's knowledge, experience, and keen eye bring a unique perspective and insight to horse racing that is unlike anywhere else."

–Reynolds Wehrman Racing Analyst, RBTS

"I always read Past The Wire."

–Chuck Simon, Trainer, Host, Writer

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TESTIMONIALS

"Always a great read and excellent perspective from Jonathan Stettin and Past The Wire."

—Pat Reynolds, Trainer

"I always read Past The Wire, great articles, insight and stories."

—Troy Levy, Owner, Breeder, Founder Tropical Racing and Game of Silks

"I always find the best articles and all the news in horse racing at Past The Wire."

—Peter Walder, Trainer

"For a unique and real perspective on horse racing, I read Jonathan Stettin's column in Past The Wire."

—Bob Baffert, Hall of Fame Trainer, Two-time Triple Crown Winner

"I enjoy the fresh take and straight shooting from Jonathan Stettin in his Past The Wire column."

—Jill Baffert

Past The Wire Senior Editor, Maribeth Kalinich (center) chats with Bob and Jill Baffert just before the walkover for the Preakness Stakes. (Maribeth Kalinich)



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ABOUT US

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Guest Contributors ... **Dawn LeFevre**, **Jennifer Kelly** (NTWAB), **Peter Lee**, and **Dorothy Ours**

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WHY PTW?

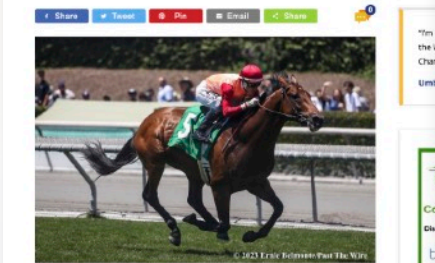
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We use our social media reach including Past The Wire TV, our YouTube channel, to showcase your brand with an opening ad or commercial to Jonathan Stettin's popular videos of handicapping tips and industry personality interviews. We also give you exposure on Twitter, Facebook and Instagram. Join our other successful sponsors and media partners and see how we can represent your brand together. We have all inclusive packages across all of our platforms, and packages in specific segments of our reach. We get you in forefront of The Sport of Kings. Brand awareness, brand recognition, potential customers!

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Latest Racing News Coast-to-Coast and International with more photos, more replay videos offering the PTW reader an expanded experience.



Santa Anita Press Box
ALICADIA, Calif.—Right at home at the marathon distance of a mile and three quarters on turf, **Richard Mandella's** Brazilian bred **Planetario** enjoyed a perfect ground saving trip in Santa Anita's Grade III, \$100,000 San Juan Capistrano on Sunday, responding with an emphatic 4 1/2 length win. Ridden by Hector Berrios, Planetario got the distance in 2:48.68.

Well in hand out of the gate, Berrios had Planetario a relaxed fourth, about nine lengths off paceleader Dory as the field crossed under the wire the first time around. Saving every inch of ground to the far turn, Planetario advanced toward both Dory and berth of Cup and with those two firing, Berrios tipped three deep running for home and Planetario burst clear in the middle of the course on route to his first stakes win.

"We were just trying to keep him fit and build his wind up," said Mandella who notched his second win in Santa Anita's signature turf marathon, with his first coming with eventual Eclipse Champion Horse of the Year and Eclipse Champion grass horse, Kotashan, in 1953.

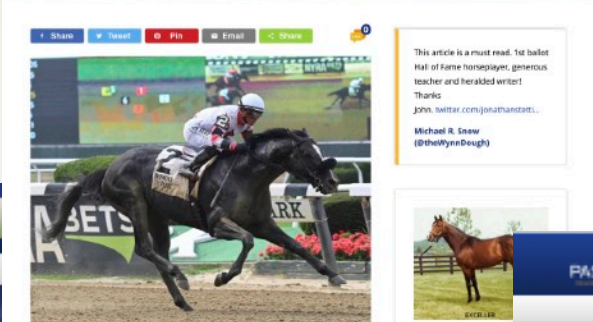
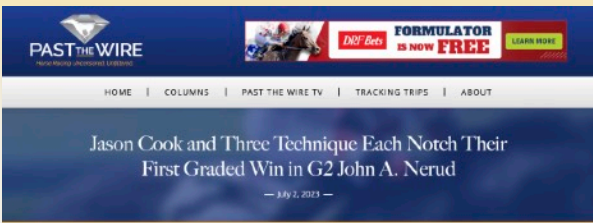
"We also had the concern that he ran so well last time (second in the Grade II San Luis Rey Stakes on May 13), it raised the question of 'Did you leave something on the racetrack that day?' Obviously, he didn't," he gained from it.

"This is what racing should be about. Thoroughbred racing should be something like this and to not push this race and not build it up is a mistake in my mind."

Stretching out a quarter mile from the San Luis Rey, Planetario, a two-time Group I winner in Brazil who was making his third start for Mandella, was off 5-2 in a field of six 3-year-olds and up and paid \$7.40, \$2.80 and \$2.60.

My home can very comfortably and Berrios, fourth in the closing date looking at the race.

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Pick 6 Carryover of \$138K on Friday at Belmont Park



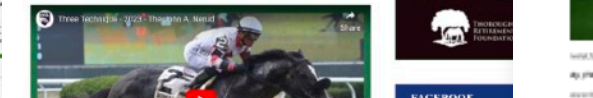
Three Technique scores big in the John A. Nerud under Javier Castellano (NYRA/Captivante)

NYRA Press Office

ELMONT, N.Y.— It took a few moments for trainer **Jason Cook** to fully believe he had just notched his first graded stakes victory when **Three Technique** charged to Belmont Park to capture Saturday's Grade 2, \$250,000 John A. Nerud by 3 3/4 lengths, but by Sunday morning the veteran horseman said it all became reality.

Covered by David Miller, Eric Gindoff and John Nemer, Three Technique rated off the pace and saved ground around the far turn under Hall of Famer Javier Castellano before ripping out in the clear past the quarter pole to draw off to a commanding victory and make the grade while earning a \$9 Beyer Speed Figure.

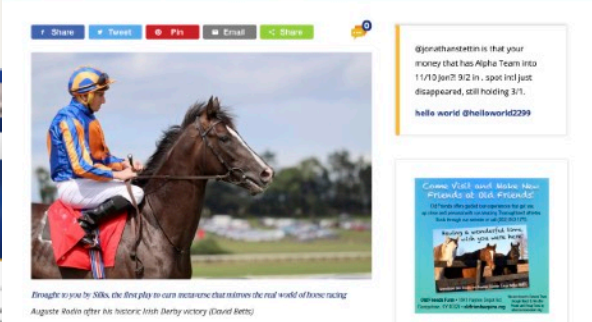
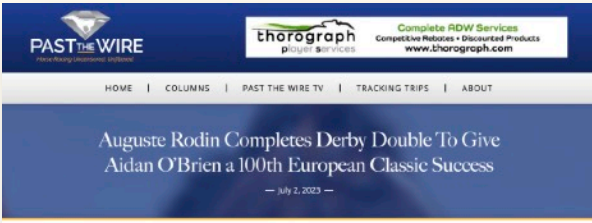
"I had 87 texts within 5-to-8 minutes, but it probably took a few hours for it to really sink in," said Cook, who turns 56 on July 6. "I appreciate it more because it's well earned and it's a satisfying feeling. It means more to me for the people that I'm with than actually doing it. I had some people that were with me yesterday that were at work all week and then in the winner's circle for a Grade 2 at Belmont. It means a lot to me for the people that I bring with me and the people I train for."



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< Jason Cook and Three Technique Each Notch Their First Graded Win in G2 John A. Nerud by NYRA Press Office

Auguste Rodin Completes Derby Double To Give Aidan O'Brien a 100th European Classic Success by By Breandán Ó hUallacháin >



Enough to give the 50th, the first play in our insurance that makes the real world of horse racing Auguste Rodin after his historic Irish Derby victory (David Bates)

By **Breandán Ó hUallacháin**

Auguste Rodin (4/11) completed the Derby double with victory in the Dubai Duty Free Irish Derby at The Curragh, Co. Kildare, on Sunday, and in the process gave Irish trainer Aidan O'Brien a 100th European Classic victory.

Auguste Rodin, a son of Japanese sire Deep Impact, was the first horse to complete the Derby double since Harzard in 2015 and it was also a 15th win in the premier Irish classic for the Ballydoyle handler, **Aidan O'Brien**.

O'Brien, who won his first Irish Derby with Desert King in 1997, said of his most recent winner in the one mile four furlong race:

"He showed all the class he has but he will be much better in a better race. This horse is real class. The Curragh is very fair and very straightforward and you usually see what exactly is there when they come here."

Coolmore partnerships accounted for six of the nine runners in the 15th running of the Irish Derby, the 16th under the Dubai Duty Free sponsorship banner, and ended the €1.25 million contest with a 1-2-3-4 as Ashdale River (33/1) and Stamus Heffernan took the runner-up spot, one and a half lengths behind the winner.

Convent Garden (60/1) and Declan McDonagh were third, two and a quarter lengths behind the runner-up, with another Ballydoyle-trained runner, Peking Opera (56/1) and Tom Marquand another five and a half lengths further back in fourth place.

News of the last Auguste Rodin in Irish Derby history came at 4:45 p.m. on Sunday.



< Ascot Concludes Jumps Season With Spring Family Raceday by Jack and Tom Williams



With the final day of the Ascot Spring Family Raceday (PWC/Ascot)

Ascot's Spring Family Raceday (PWC/Ascot)

With the final day of the Ascot Spring Family Raceday (PWC/Ascot)

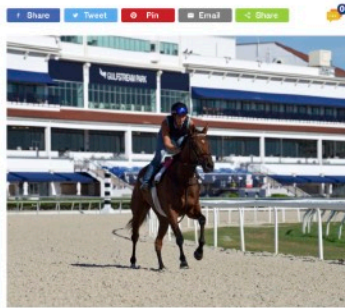
With the final day of the Ascot Spring Family Raceday (PWC/Ascot)



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Original Features by our contributing writers



By Laura Pugh
Photo: First Tapeta Breeze at Gulfstream Park, Ryan Thompson, Coglianese Photos, Gulfstream Park

I remember years ago when I first started following racing. Breakdowns were still prevalent, so much so that tracks, in a knee-jerk attempt to stem the injuries, ripped up their dirt and installed synthetic.



On the surface, the change helped, but when looked into trainers and jockey's reported that while fatalities had decreased, the number of hind end and soft tissue injuries had increased. This led to less over all deaths, but longer recovery times led to more retirements in some instances, and in others more horses "disappearing".

There were also reports of worse injuries to jockeys. They claimed the surface had less give, leading to worse injuries and more concussions. Let's not forget that Michael Straut and Rene Douglas wound up paralyzed after taking falls on the synthetic surface at Arlington Park.

"I do know for a fact that when you fall on it, it's a lot harder on you," said jockey Richard Migliore said to Billy Remy in a 2010 article for *Thoroughbred Daily News*. "It seems like when you fall on dirt or turf, you hit and then bounce and roll. It kind of disperses the energy a little bit. I fell on this track [at Santa Anita] about a year ago, and I got planted. I didn't get hurt, but I was sore for a month. You get more blunt force kind of trauma. There have been some catastrophic injuries with riders, as we know, though I don't know if it would have been different on dirt, jockeys are definitely starting to wonder. There's no doubt about that."

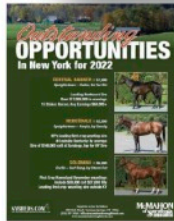
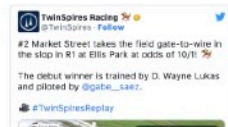
Thoroughbred racing has been a controversial sport since its inception in California.



For the Week Of: 06/26/2023 through 07/02/2023

By 2YO Edgeman

ELP1062823 - Following a weather delay, D. Wayne Lukas watched his colt - #2 **Market Street** - easily splash to victory. He and rider Gabriel Saez broke very quickly and secured an early advantage of two plus lengths while setting fractions of 22.53 and 46.07. He opened up even further in the last furlongs to score by 3 1/4 lengths, before stopping the timer in 58.81 for the five furlongs over the extremely sloppy going. This guy earned a respectable 78 E-Speed Fig and paid \$22.54 as the longest shot on the board. **Our pick** - #4 **Ozone** - broke very slow and was last leaving the gate before being hustled up to the second position by the turn, but had nothing left in the tank and clearly gave up, checking in fourth. **Learnings** - Looking back, I can't honestly say that I feel like I missed anything. Lukas had saddled a winner in one of our races here at ELP earlier this meet with a 775, but I didn't see enough here to like this one a whole lot. I would suggest watching for two horses next time out - first, #5 **Can Gipsy**, made a big run down the line to come from well back to miss finishing second by less than a length. Also, #4 **Gems**, surrendered several lengths coming out of the gate and spent quite a bit of energy to get back into the race, but then tired. He was not going to win this race, but he clearly showed ability until the late stages - I think that he's worth a look next one, although I'll likely be at short odds.



< Are Synthetic Tracks the Answer or the Reaction by Laura Pugh

< 2YO Maiden Special Weight 'Sum Up and Learnings' - 07/03/2023 by 2YO Edgeman

Warrior Rated R Superstar Retired to Old Friends by Ashley Tamulonis >



By Michaela Moricova

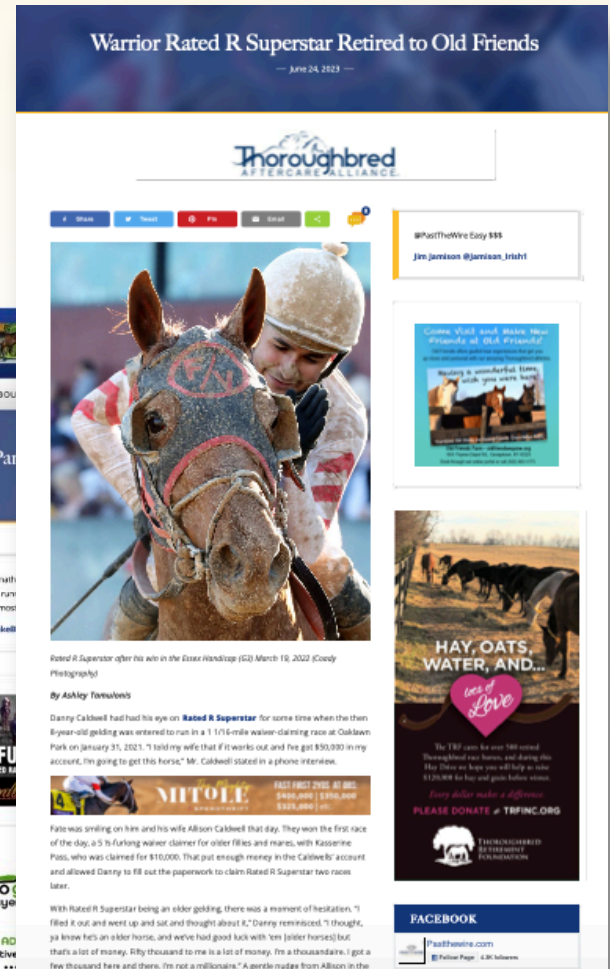
The last part of the series deals with the kidnaps of Standardbreds, especially of a mare that was very special to the whole nation of Italy. However, the focal point of this article is on Zazou, whose story broke through in February 2023 when he went missing. And in May, new information spread worldwide as Zazou miraculously appeared in Cheyenne in the hands of Ramon Kadyrov, who... One would say he stole Zazou from his stable, while others would claim the horse was still his, so it wasn't a theft per se, it's mostly up to you to make up your mind over the whole thing, as I am a mere storyteller here. A storyteller who happens to be from the Czech Republic, where Zazou stood in Danhorse Stud for several years.



Scaling Standardbreds

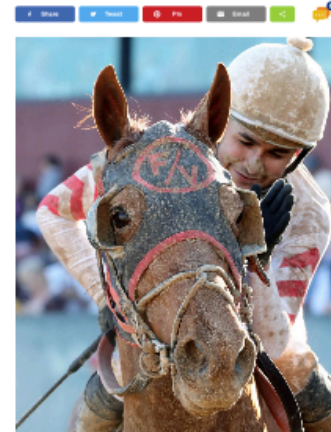
A tragic case took place this year in March 2023. Three teenagers brought saddles to Memory Lane Stable and Track, put them on three horses, and rode off. As the horses were standardbreds used only to harness races, they must have been stressed by the riders on their backs, so it is no wonder the whole attempt led to a disaster. One of the teens and two horses were killed in a car accident. The third horse, Logo Winner, sustained an injury, but not life-threatening one. The other two riders ended up in hospital.

Another case concerning standardbreds that deserves a mention happened in 2017 in Italy



Warrior Rated R Superstar Retired to Old Friends

June 24, 2023



Rated R Superstar after his win in the Essex Handicap (G2) March 10, 2022 (Cody Photography)

By Ashley Tamulonis

Danny Cakheel had had his eye on **Rated R Superstar** for some time when the then 8-year-old gelding was entered to run in a 1 1/16-mile warmer claiming race at Oaklawn Park on January 31, 2021. "I told my wife that if it works out and he gets \$50,000 in my account, I'm going to get this horse," Mr. Cakheel stated in a phone interview.



Fate was smiling on him and his wife Allison Cakheel that day. They won the first race of the day, a 5 furlong warmer claiming for older fillies and mares, with Kassirine Poss, who was claimed for \$10,000. That put enough money in the Cakheels' account and allowed Danny to fill out the paperwork to claim Rated R Superstar two races later.

With Rated R Superstar being an older gelding, there was a moment of hesitation. "I filled it out and went up and sat and thought about it," Danny reminisced. "I thought, ya know he's an older horse, and we've had good luck with 'em [older horses] but that's a lot of money. Billy [thousand to me] is a lot of money. I'm a thousandaire. I got a few thousand here and there, I'm not a millionaire." A gentle nudge from Allison in the

< From Shergar to Zazou/ Stories of Kidnapped Part 3 by Michaela Moricova

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Gate to Wire Podcasts and Past The Wire TV



Jose Ortiz and Irad Ortiz, Jr., together on Past The Wire TV

(Click on image to start video)



One on One Q&A: Steve Asmussen (Click on image to start video)



One on One Q&A: Hall of Fame Jockey Ramon Dominguez (Click on image to start video)

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Frankie's Fanfare, One on One with Frankie Dettori

(Click on image to start
video)



Breeders' Cup 2022: John Sadler Explains Why Flightline Won't Need to Improve to Win the BC Classic

(Click on image to start video)



The Kentucky Derby by the Thorograph Numbers

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start video)

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Thank you for reviewing the Past The Wire media kit.

Courtney Snow/Pa



INTO

Mischief

The Modern-Day Northern Dancer.

