

MEDIA KIT



GO
PAST THE WIRE





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

CONTENTS

Introduction ...	page 3
About Jonathan Stettin	5
Metrics	6
Sponsors and Media Partners	7
Testimonials	8 - 9
Why Advertise with Past The Wire?	10
Our Content	11 - 12
Past The Wire TV	13- 16
About Us	17



INTRODUCTION

Past The Wire was founded by Jonathan Stettin in 2014 and within ten years has become undoubtedly one of the top racing websites in the world of horse racing with Past The Wire TV one of the best channels.

Past The Wire brings you horse racing news, information, opinion and entertainment uncensored and unfiltered. With our comprehensive coverage, deep analysis, and engaging content, we have garnered a loyal and passionate following among racing enthusiasts. Past The Wire provides a wealth of information, including race previews, expert handicapping insights, and up-to-date news on the industry. Our dedication to delivering accurate and timely information sets them apart from their competitors. Additionally, Past The Wire TV offers an immersive viewing experience, featuring interviews with jockeys, trainers, and industry experts, as well as captivating race replays. The combination of their informative website and captivating video content makes Past The Wire and Past The Wire TV a go-to destination for anyone seeking the best in horse racing coverage.

Past The Wire brings the racing fan more than just news. We offer expanded news, more photos, more videos, features, and much more. We focus on getting the information right and giving the fan, stakeholders and bettors alike an entertaining and informative experience.



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



Frankie Dettori aboard Freedom Flyer after their victory in the Wishing Well at Santa Anita. (Ernie Belmonte/Past The Wire)

Past The Wire has bold, fresh commentary by Jon Stettin about current topics. Original content by outstanding writers like Ben Baugh, Jim Gazzale, Geo Sette, Amber Joyce, Franck Mourier, Marla Zanelli, Laura Pugh, Michael Vale, Michaela Moricova, Breandan O' hUallachain, Jim and Tom Williams, and Shane Swenson, the Two-Year Old Edge Man, amongst others.

Watch Jon's relaxed video interviews on Past The Wire TV with notable trainers such as Graham Motion, Paulo Lobo, Bob Baffert, Joseph O'Brien, Chad Brown, Richard Mandella, Todd Pletcher, John Sadler, Steve Asmussen,

Mike Repole, Amr Zedan. Stettin also chats with top jockeys Frankie Dettori, Irad and Jose Ortiz, Jon Court, Chantal Sutherland, Umberto Rispoli, Hall of Famers Ron Turcotte, Laffit Pincay, Mike Smith and John Velazquez and others.

We cover the very latest in horse racing news from tracks across the country—Saratoga/Belmont/Aqueduct, Monmouth Park, Laurel Park/Pimlico, Gulfstream Park/Tampa Bay Downs, Oaklawn Park, Sam Houston, Fairgrounds, Churchill Downs/Keeneland/Ellis Park/Kentucky Downs, Santa Anita/Del Mar/Golden Gate Fields and more. International Racing News from Australia, the United Kingdom, France, Ireland, Dubai and Saudi Arabia. Any major event – Kentucky Derby, Breeders' Cup, Royal Ascot, The Arc, Dubai World Cup – you'll find Past the Wire there!

ABOUT JONATHAN STETTIN, PUBLISHER

Jonathan Stettin, the visionary founder of Past the Wire and Past the Wire TV, stands as a paragon of expertise and success in the realm of horse racing. With a profound understanding of the intricacies of the sport, Jonathan has not only elevated his brand to new heights but has also garnered immense respect within the industry. His strategic acumen and unwavering dedication have propelled Past the Wire to the forefront of horse racing media, captivating audiences with insightful content and expert analysis. Jonathan's innovative approach and unwavering commitment to excellence have solidified his reputation as an innovator in the world of horse racing, earning him the admiration and respect of peers and enthusiasts alike.



Jonathan is also active in horse rescue and aftercare and has assisted in the rescuing and re homing of several former racehorses, mustangs and dogs. Follow Jon on Twitter @JonathanStettin.

- 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
- Published Author: "Ruffian, All 1's The Real Story" located at the Keeneland Library.
- Thoroughbred Aftercare Alliance: Named an "Industry Stakeholder" for his active role in the safe retirement of race horses.

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

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

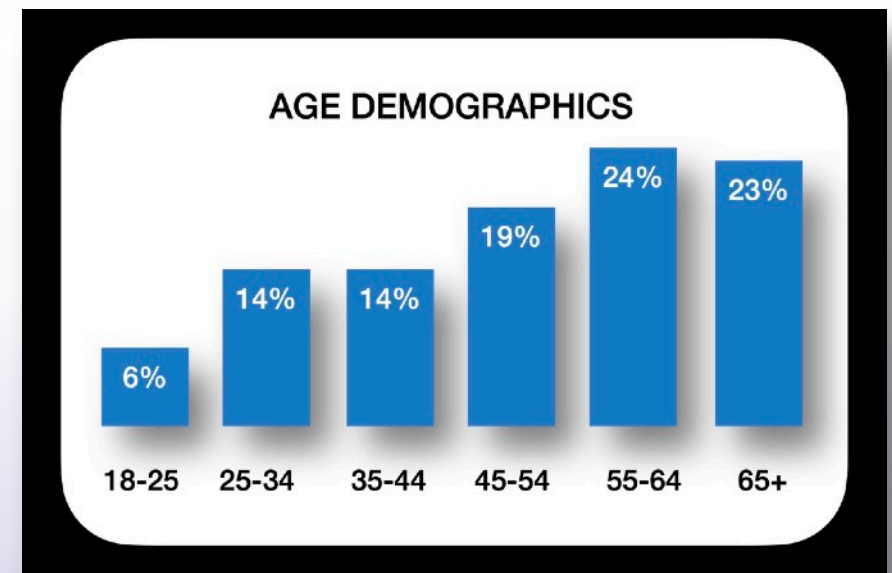
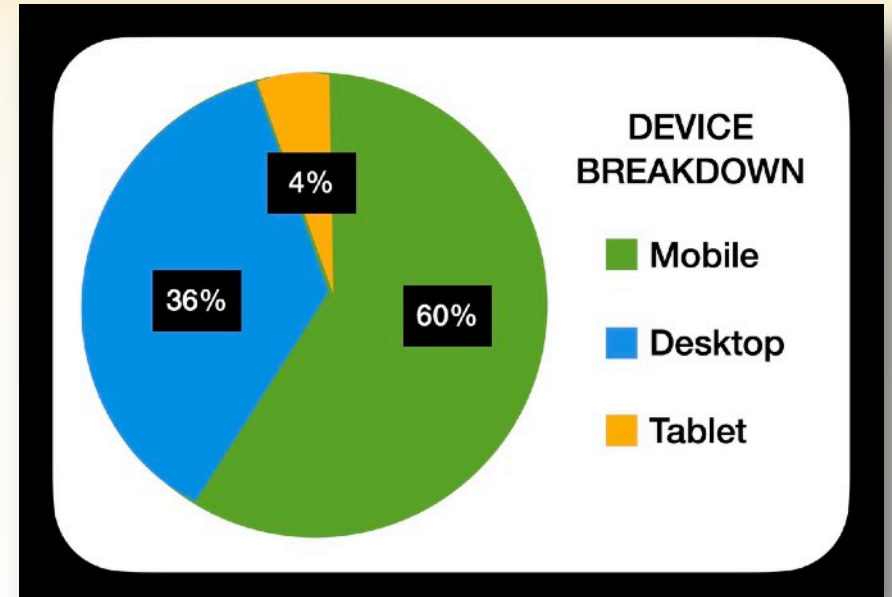
METRICS

- ✓ Low Bounce Rate (8.8%)
- ✓ High Viewer Retention
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- ✓ High Percentage of Organic Traffic: Organic Search 35%, Organic Social 25%, Direct 30%, Referral 8%, Email 2%
- ✓ Over 2.6 Million Annual Website Visitors
- ✓ Past the Wire TV Averaging 40,000 Views Every 28 Days
- ✓ Past the Wire Averaging 120,000 Visitors per Month
- ✓ An Average of 1,000,000 Ad Impressions per Month

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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

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

—Peter Walder, Trainer

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

"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, Triple Crown Winner

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

—Jill Baffert



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Advertise with Past The Wire and we get you noticed! We offer unique advertising and brand recognition opportunities. Our readers range from influential Thoroughbred horseracing industry insiders to emerging racing fans. With your ads carefully placed in our articles, your product, service or notification is targeted to an audience specifically to fit your company. Our expert Search Engine Optimization (SEO) ensures that your audience is expanded bringing Past The Wire's published articles with your ads up first in internet searches before other publications in the industry.

You should consider advertising on Past the Wire and Past the Wire TV for a multitude of compelling reasons. Our platform boasts a highly engaged audience of horse racing enthusiasts, offering a unique opportunity to reach a targeted and passionate demographic. Jonathan Stettin's and the entire Past the Wire team's sterling reputation and expertise in the industry lend credibility and trustworthiness to the brand, making it an attractive advertising space for companies looking to align themselves with excellence.

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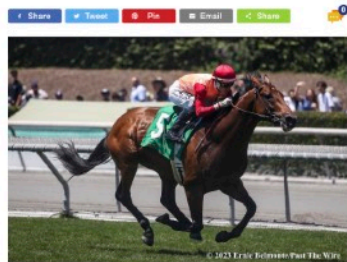
With an innovative approach to content creation and a commitment to delivering high-quality, insightful analysis Past The Wire is a prime outlet for companies seeking to connect with an audience that values expertise and authenticity.

By advertising on Past the Wire and Past the Wire TV, companies can leverage the platform's reach, credibility, and engaged audience to enhance their brand visibility and connect with a dedicated community of horse racing enthusiasts. Past The Wire can even produce a custom commercial and/or advertisement for you.

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Latest Racing News Coast-to-Coast and International with more photos, more replay videos!



Brazilian-bred Planetario romps by 4 1/2 lengths in the San Juan Capistrano as he gets the marathon 1 1/2 mile trip in 2:48.68 (first Belmont Post Time Wire)

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 term of Cap and with those two firing, Berrios tipped three deep running far home and Planetario burst clear in the middle of the course on route to his first stakes win.

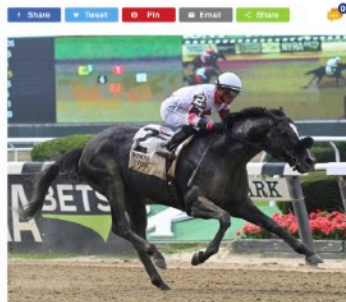
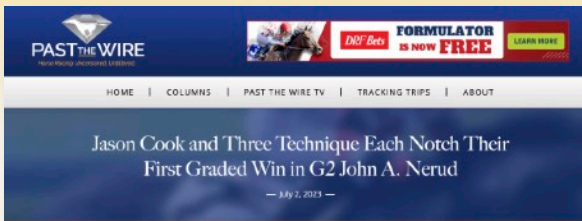
"We were just trying to keep him fit and build his wind up," said Mandella who notched his second win in Santa Anita's signature turf marathon, with his first coming with eventual Eclipse Champion Horse of the Year and Eclipse Champion grass horse, Kotashan, in 1953.

"We also had the concern that he ran so well last time (second in the Grade III 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 you comfortably and Berrios fourth in the closing date looking at the race.



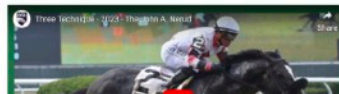
Three Technique scores big in the John A. Nerud under Javier Castellano (NYRA/Captivante)

NYRA Press Office

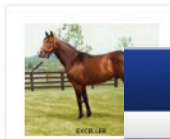
ELMONT, N.Y.— It took a few moments for trainer **Jason Cook** to fully believe he had just reached his first graded stakes victory when **Three Technique** charged to Belmont Park to capture Saturday's Grade 2, \$250,000 John A. Nerud by 3 3/4 lengths, but by Sunday morning the veteran horseman said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

Covered by David Miller, Eric Grindley and John Nerud, 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 99 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."



This article is a must read. 1st belated Hall of Fame inductee, generous teacher and heralded writer! Thanks John. twitter.com/jonathanmari...



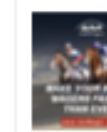
World's Best Jockey in the World (NYRA/Captivante)

My other Ascot images

World's Best Jockey in the World (NYRA/Captivante) the ascot season is here! April 6th, 2023. After was also featured in the racing magazine on the back of the cover (a bit), then featured a complete guide to the race, as well as a discount for the weekend's Ascot Race, a 10% discount on the 10% or more.

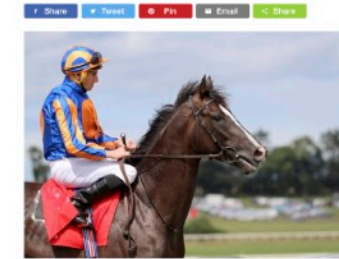
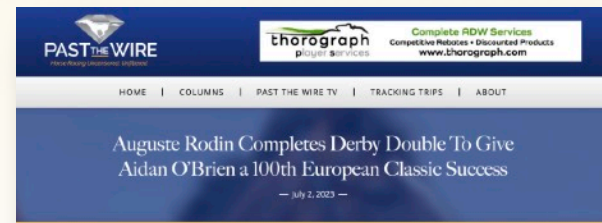


Recent writing my, and the whole year's work. Thank you to the whole team.



< 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 race 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.

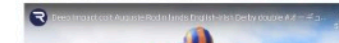
Auguste Rodin, a son of Japanese sire Deep Impact, was the first horse to complete the Derby double since Harzard in 2015 and it was also a 15th win in the premier Irish classic for the Ballydoyle handler, Aidan O'Brien.

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 (55/1) and Tom Marquand another five and a half lengths further back in fourth place.



@rathnathin is that your money that has Alpha Team into 1/1/13 just 3/2 in. spot not just disappeared, still holding it. holla world @hollaworld2299

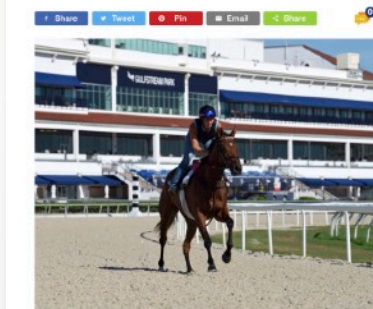


< Ascot Concludes Jumps Season With Spring Family Raceday by Jack and Tom Williams

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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 Straight 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."

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 Straight and Rene Douglas wound up paralyzed after taking falls on the synthetic surface at Arlington Park.



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

By 2YO Edgeman

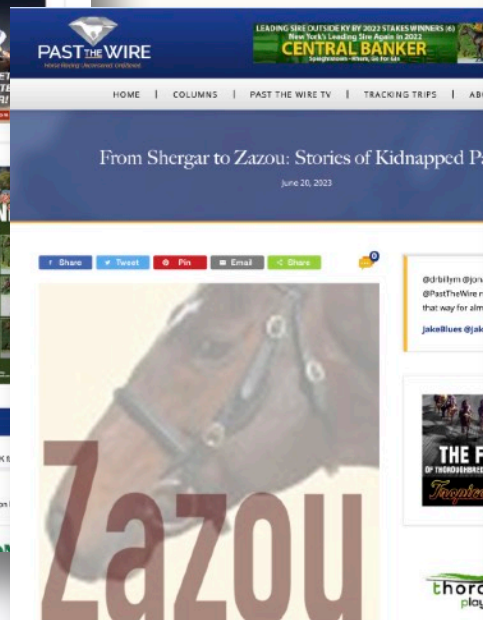
ELP1062823 - Following a weather delay, D. Wayne Lukas watched his colt - #2 **Market Street** - easily splash to victory. He and rider Gabriel Saez broke very quickly and secured an early advantage of two plus lengths while setting fractions of 22.53 and 46.07. He opened up even further in the last 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 6-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 laxed, 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 Gino**, 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 out, although will 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

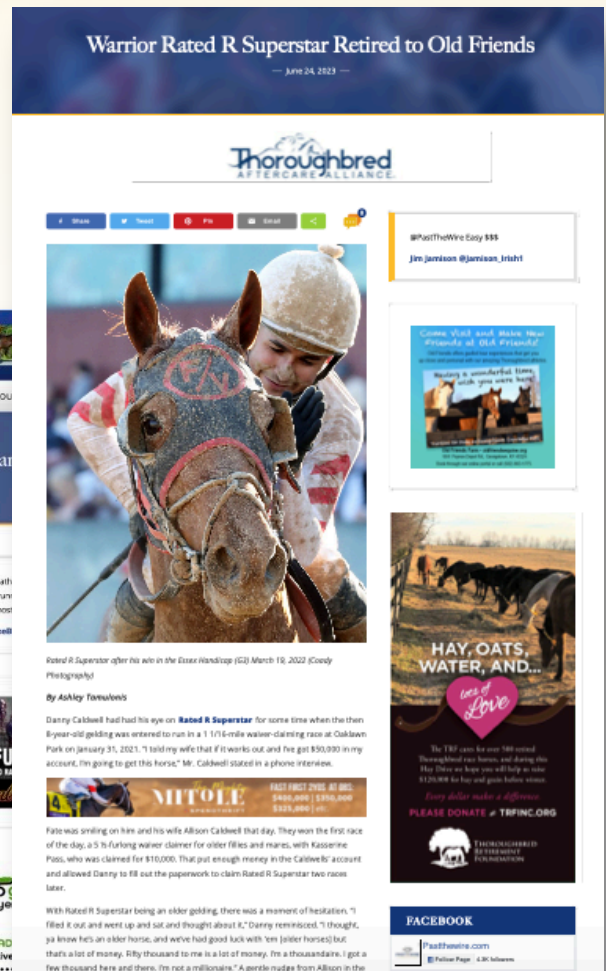
The last part of the series deals with the kidnaps of Standardbreds, especially of a mare that was very special to the whole nation of Italy. However, the focal point of this article is on Zazou, whose story broke through in February 2023 when he went missing. And in May, new information spread worldwide 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



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

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Welcome to Past The Wire TV!
Horse Racing Uncensored, Unfiltered.
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Jose Ortiz and Irad Ortiz, Jr., together on Past The Wire TV

(Click on image to start video)



One on One Q&A: Hall of Fame Jockey Ramon Dominguez (Click on

image to start video)



One on One Q&A: Steve Asmussen (Click on image

to start video)



Frankie's Fanfare, One on One with Frankie Dettori

(Click on image to start video)

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Larry Rolla, Race Fixing, The Mob and where a lot o the bodies are buried (Click on image to start video)

One-on-One
with jockey
Dylan Davis



One on One with Jockey Dylan Davis, Leading Rider at AQU Davis discusses recent rides and family history (Click on image to start video)



HIWU on Past The Wire TV (Click on image to start video)



Jeff Metz goes One on One with Jockey Kyle Frey (Click on image to start video)

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Pegasus World Cup 2024: Best Bet of the Day and Pegasus Preview (Click on image to start video)



The Breeders' Cup Classic by the Thoroughbred Numbers and Patterns (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 Thoroughbred Numbers (Click on image to start video)

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International Contributors ... **Frank Mourier**, **Breandán Ó hUallacháin**, **Jack Williams** and **Tom Williams**

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