

# MEDIA KIT



**PAST THE WIRE**







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*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)*

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# 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 wins his first race at Historic Pimlico Race Course in the Grade 3, Dinner Party Stakes aboard Balnikov (IRE) for Phil D'Amato. (Barbara Singer/Past The Wire)*

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!

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, 'Baby Talk' with the Edge Man, as well as 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,



# 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.*

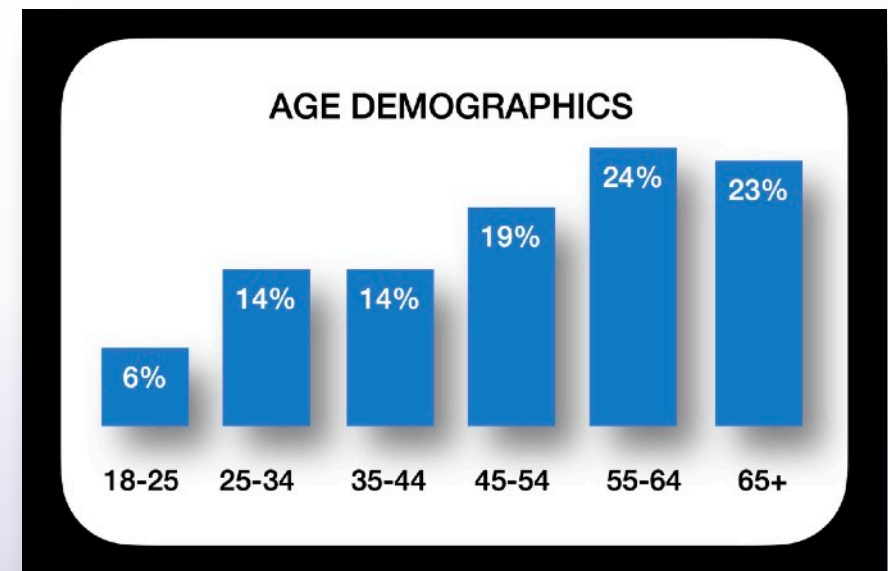
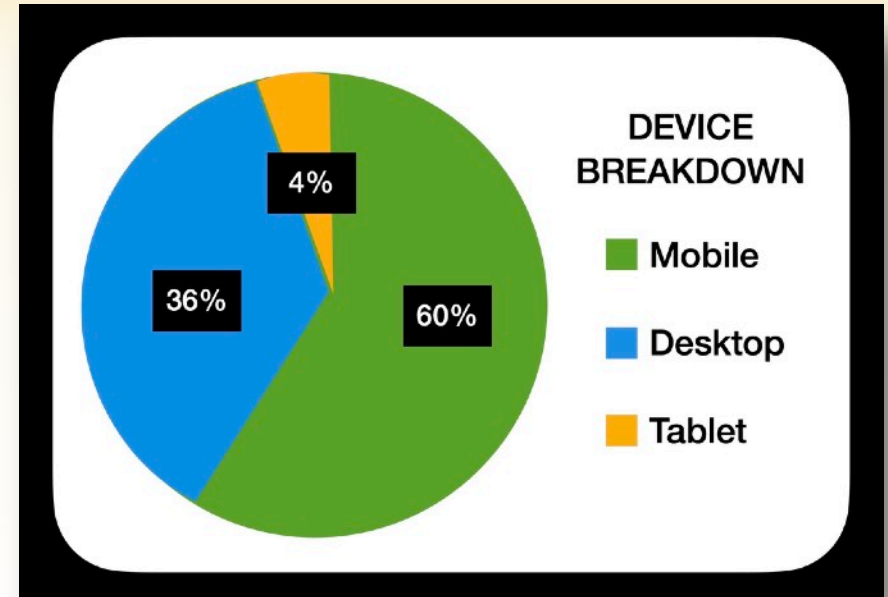
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- ✓ High Percentage of Organic Traffic: Organic Search 35%, Organic Social 25%, Direct 30%, Referral 8%, Email 2%
- ✓ Over 2.6 Million Annual Website Visitors
- ✓ Past the Wire TV Averaging 40,000 Views Every 28 Days
- ✓ Past the Wire Averaging 120,000 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

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

–Peter Walder, Trainer

*"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](http://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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*"Always a great read and excellent perspective from Jonathan Stettin and Past The Wire."*

–Pat Reynolds, Trainer

*"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

*"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

*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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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.

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## Planetario Romps in Marathon San Juan Capistrano

June 18, 2023

Planetario romps in the San Juan Capistrano Marathon. The 4-year-old colt won the 1 1/2-mile race by a wide margin.

**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 2:48.08.

**MYSTAN STANDARDS**  
THE BEST IN MY BROTHER'S BLOOD

Well in hand out of the gate, Berrios had Planetario a relaxed fourth, about nine lengths off pacesetter 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 Jerry and term of Cop and with those two biting, Berrios tipped three deep running for home and Planetario burst clear in the middle of the course on route to his first staid 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, Kotlashev, 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 15), it raised the question of 'Did you leave something on the racetrack last 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 horse ran very comfortably," said Berrios. Fourth in the closing date indicates transition.

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## < Planetario Romps in Marathon San Juan Capistrano by Mike Willman/Santa Anita

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## Jason Cook and Three Technique Each Notch Their First Graded Win in G2 John A. Nerud

July 7, 2023

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

**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** shipped 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 topping out in the clear past the quarter pole to draw off to a commanding victory and make the grade while earning a \$9 Bayern Speed Figure.

"I had 87 tests within 5-to-8 minutes, but it probably took a few hours for it to really soak 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 last 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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**Ascot Concludes Jumps Season With Spring Family Raceday**  
April 6, 2023

Ascot concludes jumps season with Spring Family Raceday. The day's racing was a success, with many exciting races and a large crowd of spectators.

**cyber KNIFE**  
Standing in 2023 at SPENDTHRIFT \$20,000 PER

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 Adelside 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 McDonogh were third, two and a quarter lengths behind the runner-up, with another Ballydoyle-trained runner, Peking Opera (55/1) and Tom Marquand another furlong and a half lengths further back in fourth place.

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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 >

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## Auguste Rodin Completes Derby Double To Give Aidan O'Brien a 100th European Classic Success

July 7, 2023

Enough to give by 50ks, the first fly in our instance that takes 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.

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:

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

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New York, Pennsylvania, Illinois

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April 6, 2023

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# Original Features by our contributing writers

Baby Talk - Saratoga, 07/19/2024

July 17, 2024

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@AmWager @sarahstetlin @GulfstreamPark And starts off the day with a winner.  
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THE FASTEST SOB UP CANEY BEE.  
VEKOM  
A REALITY CHECK ON THE 2023

PAST THE WIRE  
LEADING SIRE (OUTSIDE KY BY 2023 STAKES WINNERS) (4)  
CENTRAL BANKER  
Race 1023 Central Banker in 2023

## Saratoga, Race 1 - Friday, July 19, 2024

By The 2YO EdgeMan

SAR1071924 - 5:12P on the turf. Nine are entered, six colts and three geldings. The number of fillies is a choice with one start = 2, and one colt has started twice.

GOLDEN SENTINEL  
BY THREE TIMES GRADIENT HE'S AN INCREDIBLE WILDE SIRE.

41 - **Genevieve Sam** (8/5) - George Weaver (M = 12.8%) sends out this colt for his second start and he's sired by the late First-Crop stallion - improbable. Into Michael is his broodmare sire and his dam was a good race mare going 6/19 with \$353K in purse money won, including a win in a stakes race on the grass where she fashioned a 113 Equibase Speed Figure. Additionally, she's thrown two other foals of racing age and her 2YO filly has won twice from ten starts, already banking \$349K. Initially, this guy sold modestly when he brought \$50,000 as a yearling, but his wise purchasers then sold him this past April down in Ocala as a 2YO for \$275K, in his debut performance back in May at GP on the grass, he challenged for the lead before appearing down the line that 5F event. He's worked six times since his race, all here at SAR with his last effort on the turf tracking out in company with a 4YO that has won north of \$100K. Additionally, he went 5/8<sup>th</sup> of a mile on 6/26/24; before that, on 6/20/24 he fired a bullet - 41 in 48.4 (1:15). Track will ride him for the first time.

44 - **After Taxes** (8/1) - An Irish bred PT's son of Kodak (M = 8/94, 23.5% Turf = 8/93, 24.2%) trained by Mike Ward (M = 10.7% PT's = 12.0%). He comes from an Irish-bred dam by See The Stars and this is her first foal. In the auction ring, this guy sold for \$90,724 as a weanling (6/20) and then later he hammered for \$169,155 as a yearling (1/5/13). He's worked six times (22 furlongs), with four of them being on the turf training track at SAR. In his first-ever dirt, back in mid-May, he went three panels in 34.6 from the gate to earn a solid bullet (1:03). Year gets the mount.

48 - **No Evidence** (5/2) - Another Francis, this colt is from *Spangle's Gift's* Pate's

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< Baby Talk - Saratoga, 07/19/2024 by Shane Swenson aka EdgeMan

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

## Warrior Rated R Superstar Retired to Old Friends

June 24, 2023



@PastTheWire Easy \$\$\$  
Jim Jarvison @Jarvison\_Irish1

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Rated R Superstar after his win in the Essex Handicap (G2) March 19, 2022 (Coody Photography)

By Ashley Tamulonis

Danny Cabwell 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 winter-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. Cabwell stated in a phone interview.

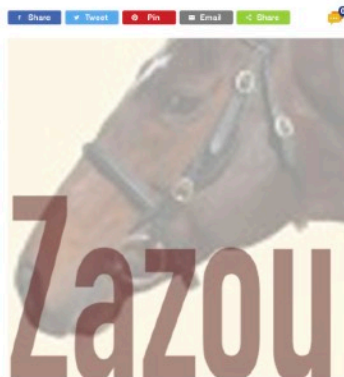
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Fate was smiling on him and his wife Allison Cabwell that day. They won the first race of the day, a 5 furlong winter-claiming for older fillies and mares, with Kassirine Pops, who was claimed for \$10,000. That put enough money in the Cabwells' account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

With Rated R Superstar being an elder 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 this is an older horse, and we've had good luck with ten [other horses] but, that's a lot of money. Fifty 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

June 20, 2023



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 Chechnya in the hands of Ramzan 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.

MAGNIFICO!  
Grand of the top 100 stallions by a vote from Old World.  
VINO FOSCO  
A BENEVOLENT

### 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

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

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BELMONT PARK

By Laura Pugh

Photo: First Tapeta Breeze at Gulfstream Park, Ryan Thompson, Caglianese Photos, Gulfstream Park

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

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On the surface, the change helped, but when looked into trainers and jockeys 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 lead 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 Stragat 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 the track [at Santa Anita] about a year ago, and I got injured. I don'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."

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





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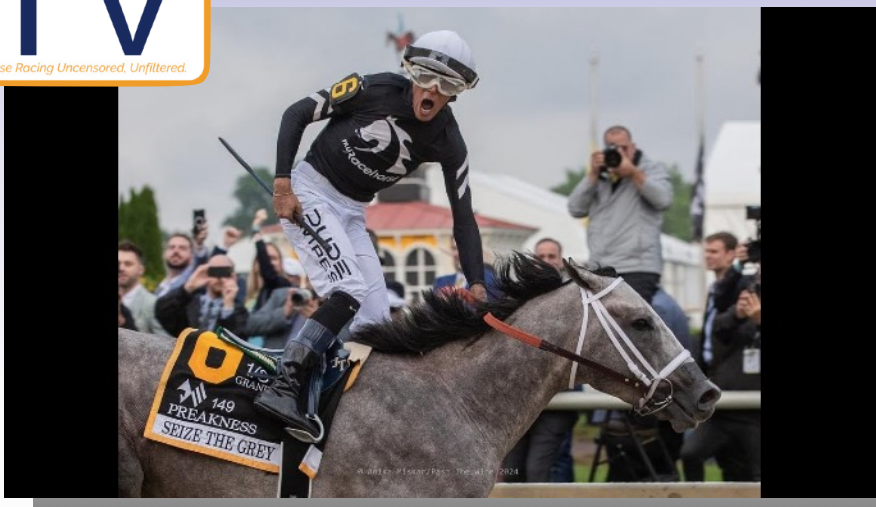


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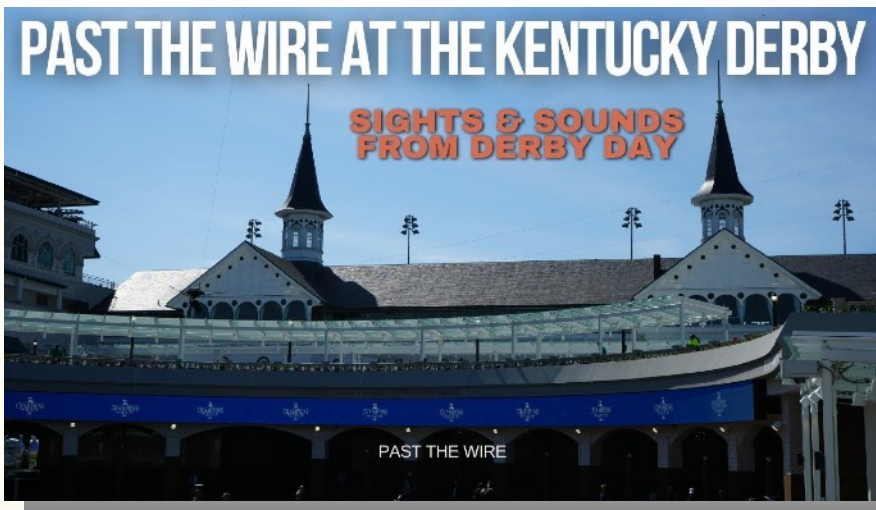
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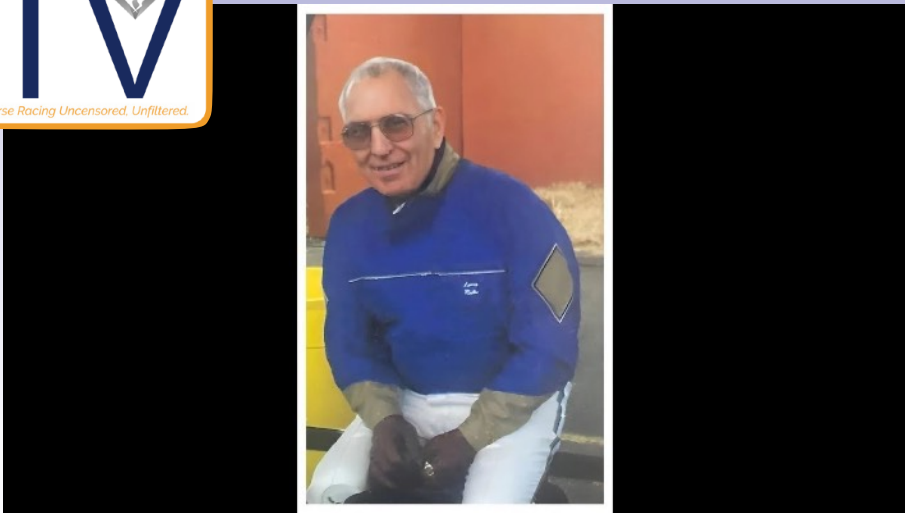


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