

THE PREMIER AUTHORITY

IN HORSE RACING

INTRODUCTION

In a world of generic headlines and recycled press releases, Past The Wire and Past the Wire TV stand apart as the sport's definitive insider voice. We don't just do news; we challenge the narrative. From correcting the history books on Ruffian's final moments to sitting down with legends like Frankie Dettori and Aidan O'Brien, we bring our audience into the paddock, the stewards' room, and the minds of the greats.

Led by Jonathan Stettin (The Pick 6 King), we combine world-class handicapping with fearless writing and shows. We attract the audience that matters: the high-net-worth bettors, the industry leaders, and the true students of the game.



THE REACH



PASTTHEWIRE.COM

THE STATS

A HIGH VALUE NICHE

150K Monthly Site Visits, 1 mil + Reads On Top Articles, 75K You Tube Monthly Views, 20K Email Subscribers, 8250 YouTube Subscribers, 35,000 Combined Social Media Followers. Our audience is not defined by size alone, but by influence. We reach the "Whales"—the wealthy, educated players who drive the handle and shape the industry.

On Target



IN FRONT OF

An audience with high discretionary income, exactly where any brand wants to be.

WATCHED BY

Serious bettors, horse breeders, horse owners: those who take the sport seriously.

READ BY

Industry decision makers and stake holders.

UNRIVALED CONTENT

OVER 1.5 MILLION READS

RUFFIAN

The most widely read article in our history. We corrected a decades-old false narrative with exclusive eyewitness testimony, proving our commitment to truth over clicks. [LINK](#)



THE PORTFOLIO

- FRANKIE'S FANFARE, a sit down with a legend [LINK](#)
- Should You Bet City of Troy [LINK](#)
- The Kentucky Derby Thorograph Patterns [LINK](#)
- CAW's The First On Record Interview [LINK](#)
- The Milkman, Original Stories [LINK](#)
- Exchange Wagering [LINK](#)
- Solving The Problem [LINK](#)



ALWAYS AHEAD OF THE CURVE

HIGH LEVEL CONTENT



THE INNER SANCTUM

An industry authority in an unapologetic tone.

DAY IN DAY OUT, an original series [LINK](#)

The Greatest Preakness [LINK](#)

World Series and Travers Fix [LINK](#)

The Best Seminars [LINK](#) The Derby Winner [LINK](#)

Tampa Bay Downs at 100 [LINK](#)

Is The Classic a Two Horse Race [LINK](#)

No Apology Necessary, the very first! [LINK](#)

Rick is Back [LINK](#) Steve Asmussen [LINK](#)

Mike Repole [LINK](#)

Umberto Rispoli [LINK](#)

STRATEGIC OPPORTUNITIES

ACCESS NOT ADVERTISING



WINNER'S CIRCLE

PASTTHEWIRE.COM

"Strategic partnerships are built on trust. We curate our partners carefully to ensure they align with our values and our audience's interests. If you believe your brand belongs in this company, contact us to see if we are a match."

Opportunities: Presenting Sponsorships, Segment Sponsorships, Custom Content, Newsletter Integration, Video , Graphic Ads and more. Limitless possibilities, let's talk!

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PACE POINTS & TRACKING TRIPS



THE ARSENAL

Pace makes the race—and Pace Points deciphers it, modeling how a race will truly unfold while Tracking Trips delivers the insider edge no data set can touch, uncovering troubled trips, track bias, and hidden form before the crowd catches on. Together, they are weapons of choice for disciplined, high-level horseplayers who value precision, patience, and foresight over volume. Sponsoring these tools places your brand directly in front of the sport's most serious, strategic, and influential investors.

NOBODY DOES IT BETTER

A FAIR CLAIM

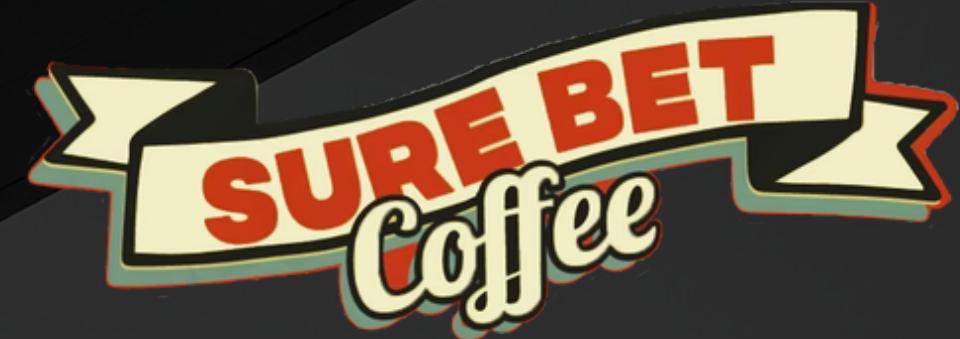
TESTIMONIALS

Our Testimonials page is more than just feedback; it is a chronicle of influence, respect, and reach. It documents a history of consistency across every platform we touch—from our investigative writing and elite handicapping to our industry-leading videos. No other testimonials page in the game reads like ours, because no one else connects with the "Inner Sanctum" of the sport quite like we do. How is what we do perceived by the people who matter? See for yourself. [LINK](#)



PARTNERS

We believe in quality over quantity, both in our content and our alliances. The brands listed below were carefully chosen to align with the sophistication and integrity of our audience. We invite you to apply to join this exclusive list—let's talk and determine if we are the right fit for one another.



CONTACT

Why Past the Wire. Simple, we offer access not advertising.

THE SYNDICATE: [LINK](#)

JON STETTIN: [LINK](#)



GLOBAL COVERAGE



[EMAIL](#)

