



Two bites of the cherry

When you
advertise in the
new, improved
**Thoroughbred
Stallion Guide** you
can be sure that
you're reaching
the whole of
your market





The **NEW** fully responsive



Web

The majority of breeders now conduct extensive research online and your stallion advertising needs to take account of this. As you will see from the pages of this brochure, we have built a fully comprehensive and responsive website that will give breeders the tools to conceive their mating plans on whichever digital platform they prefer, be it **Desktop, Laptop, Tablet** or **Mobile**.

All racing and sales progeny data is being supplied by **ARION PEDIGREES**. Racing data will be updated on a daily feed and sales data will be updated a few days after the sale.

ARION PEDIGREES, as many of you will know, is a well established company and have one of the most all-encompassing worldwide racing and sales databases.

Launching November 2017

Site

The **NEW Thoroughbred Stallion Guide website** will provide a strong digital presence for your **STALLION** where his **individual selling points** can be highlighted

All advertised stallions benefit from the following:

A stallion overview page

which comprises a photograph, brief information on the stallion, his fee and stud contact details.

The overview page will also include a banner advert which can be used to promote the stallion or stud farm. The stud will also have access to change and upload the advert as often as they like.

There will also be an option to add a video of your stallion.

THOROUGHBRED
Stallion Guide online

Members Area

Home Stallion Search Stallion Comparison Leading Sires Tables Latest News Contact


DUTCH ART

Chesnut, 2004, 15.3 h.h (1.60m) • by Medicean - Holland Park Lass (Spectrum)


Overview	Stud Record	Sales Record	Race Record	Pedigree	Latest News
----------	-------------	--------------	-------------	----------	-------------

Dual Gr.1 winning unbeaten 2yo

Annual TFR **123** • Winning Distance **5-6f** • Foaled **2004** • To Stud **2008**



Fee for 2017: **£25,000**
Standing: **Newmarket, Suffolk**
Call: **+44 1638 730316**
www.cheveleypark.co.uk

 **Cheveley Park Stud**

[@ email the stud](#) [COMPARE ME](#) [VIDEO](#)

Cheveley Park Stud

STALLION ROSTER FOR 2018

ULYSSES
2019 GR.2 GAIFFEY - LIGHT SHIRT
NEW FOR 2018
Dual Gr.1 winner by the great GALLIEO
Decorated Gr.1 winner Churchill,
Barney Roy, Decorated Knight, etc.

DUTCH ART
2004 GR. MEDICEAN - HOLLAND PARK LASS
Sire of Gr.1 winning sprinters
GARSWOOD and SLADE POWER

GARSWOOD
2016 B. DUTCH ART - FENCHANT
FIRST RUNNERS IN 2018
His first crop yearlings in 2017
have already sold for up to **£100,000**

INTELLO
2010 B. GALLEO - IMPRESSIONNANTE
RETURNING FOR 2018
Unbeaten 2yo and Classic winner at 3
90% of his first 2yo runners have won/placed

LETHAL FORCE
2009 GR. DARK ANGEL - LAND ARMY
A Stakes producing first crop sire in 2017
Sire of 16 individual winners

MAYSON
2008 B. SPENCER'S SHIRT - MANLEAF
Sire of 2017 Stakes winning 2yos
DANCE DIVA and RAYDANCE

PIVOTAL
1992 GR. POLAR PALLON - FEARLESS REVIVAL
A Gr.1 sire again in 2017 with
BRANDO (Gr.1 Prix Maurice de Gheest)

TWILIGHT SON

A Stud Record section – updated daily, which includes:

- A stud summary page for 'All Ages' and '2yos' across the Northern and Southern Hemisphere

Stud Summary | Black Type Horses | 2yo Winners/Placed | Latest Results | Foal Crops | Nicks

All Ages | 2yos

Northern Hemisphere
Southern Hemisphere

Stud Summary - All Ages - Northern Hemisphere

Year	Runs	Wins	%	GrW	GrP	BTW	BTP	%BTH/Runs
2017	320	116	36	2	8	11	18	6
2016	312	138	44	4	11	6	23	8
2015	286	117	40	7	10	11	13	6
2014	208	102	49	3	5	6	10	5
2013	146	74	50	0	4	2	8	6
2012	95	43	45	0	3	1	3	3
2011	84	44	53	0	1	3	3	3

- '2yos' for the current year and for the career of the stallion, across the Northern and Southern Hemisphere

Stud Summary | Black Type Horses | 2yo Winners/Placed | Latest Results | Foal Crops | Nicks

2017 | Career

2017 2yo winners and placed

Name	Sex	Damsire	Runs	Wins	Pls	Best BT	Earnings £
Amedeo Modigliani	C	Donehill Dancer	2	1	1		11,613
BALLET SHOES	F	Johannesburg	5	2	1	LRwG3p	53,367
Berkeley Square	C	Holy Roman Emperor	6	1	2	WG2p	22,815
Butterscotch	F	Mujadil	4	1	2	WG3p	22,621
CLEMIE	F	Storm Cat	4	2	1	G2w	80,618
Coat of Arms	C	Johannesburg	5	0	3	G2p	39,738
Deluxe Rosewood	C	Donehill Dancer	3	1	1	WG3p	17,547

- 'Foal Crop Summary', across the Northern & Southern Hemisphere

Stud Summary | Black Type Horses | 2yo Winners/Placed | Latest Results | Foal Crops | Nicks

Northern Hemisphere | Southern Hemisphere

Foal Crops - Northern Hemisphere

Year Foaled	Foals	Runs	Wins	% W/R	% BTW/Runs	% BTH/Runs	Gr1 Wins	Gr2 Wins	Gr3 Wins
2015	98	48	19	39	2	4	2	4	0
2014	113	87	49	56	3	3	7	8	1
2013	141	118	83	70	7	5	12	10	2
2012	147	119	80	67	2	1	6	5	0
2011	106	90	60	66	4	4	12	13	0
2010	92	80	50	70	5	6	12	15	0
2009	117	108	75	68	11	13	10	18	3

- 'Black-Type Horses' for the current year and for the career of the stallion, across the Northern & Southern Hemisphere

Stud Summary | Black Type Horses | 2yo Winners/Placed | Latest Results | Foal Crops | Nicks

2017 | Career

2017 Black Type Horses

Name	Damsire	Age	Sex	Best Result
HARRY ANGEL	Codoux Genereux	3	C	G1w
BATAASH	Lawman	3	G	G1w
HUNT	Vettori	5	G	G2w
SOVEREIGN DEBT	Most Welcome	8	G	G2w
JULIET CAPULET	Comache	2	F	G2w
STAGE MAGIC	Authorized	2	C	G3w
REALTRA	Dr Devious	5	F	G3w
REHANA	Selick	3	F	G3w

- 'Latest winners & Black Type placed', across the Northern and Southern Hemisphere

Stud Summary | Black Type Horses | 2yo Winners/Placed | Latest Results | Foal Crops | Nicks

Northern Hemisphere | Southern Hemisphere

Latest winners & Black Type placed - Northern Hemisphere

Date	Name	Age	Sex	Race Type	Course	Dist (f)	Earnings
01 Oct 17	Profitable	5	3	G1	Chantilly	5	40,005
01 Oct 17	Karar	5	3	G1	Chantilly	7	34,290
30 Sep 17	Val de Meuse	3	1	Conditions	Lyon La Sole	9	14,100
29 Sep 17	Hajasm	3	1	Handicap	Huydock	10	4,852
26 Sep 17	Kitty Boo	3	1	Maiden	Chelmsford City	8	5,175
24 Sep 17	Pinchbeck	3	1	Handicap	Noss	8	10,472
24 Sep 17	Clean Spirit	5	1	Handicap	Shu Tin	7	1,809,209
23 Sep 17	Invincible Army	1	1	G2	Newbury	6	10,315

- 'Nicks', detailed summaries of the most successful sire/damsire combinations

Stud Summary | Black Type Horses | 2yo Winners/Placed | Latest Results | Foal Crops | Nicks

Nicks

Damsire	Damsire's sire	Runs	Wins	% Wins/Runs	BTW	BTP	%BTH/Runs	Best Earner
Donehill	Donzig	194	140	72.2	42	48	28.9	Highland Reel
Darshoon	Shirley Heights	104	73	70.2	20	22	26	Telescope
Donehill Dancer	Donehill	63	42	66.7	13	21	39.7	Minding
Storm Cat	Storm Bird	41	29	70.7	12	12	34.1	Decorated Knight
Shirley Heights	Mill Reef	29	21	72.4	3	2	10.3	Sheffard
Pivotal	Polar Falcon	23	18	78.3	8	9	39.1	The United States
Rainbow Quest	Blushing Groom	24	16	66.7	2	5	20.8	Mahler
Kingsmamba	Mr. Prospector	19	15	78.9	4	7	36.8	Ulysses
Green Desert	Donzig	20	15	75	4	8	40	Wiss
Armeda	Donzig	18	13	72.2	0	7	38.9	Agon

A Sales Record section which includes:

- ‘Worldwide Sales Summaries’ for 5 years & detailed Sales Results over a 5 year period for Yearlings • Foals • Breeze-Ups • H.I.T. • Stores

Sales Summary - All Yearlings					
	Offered	Sold	Top £	Avg £	Med £
LAST FIVE YEARS					
Colts	95	95	449,252	39,998	27,459
Fillies	98	97	233,600	48,278	35,899
Combined	193	192	449,252	44,179	30,175
2017					
Colts	16	16	174,099	64,558	59,560
Fillies	17	16	233,600	86,623	68,723
Combined	33	32	233,600	75,925	68,723
2016					
Colts	32	32	449,252	55,128	34,419
Fillies	24	24	171,154	68,662	56,300
Combined	56	56	449,252	60,827	43,239
2015					
Colts	6	6	92,742	22,478	18,911
Fillies	11	11	79,939	60,027	49,912

Sales Results - All Yearlings						
	2017	2016	2015	2014	2013	
Sex	Dam	Dam/Sire	Sale ↑	Consignor	Buyer	Price
F	Kithoria	Sadler's Wells	Anqano Deauville August Yearling Sale	Mizeray	Peter & Ross Doyle BS	110,000EUR
C	Table Ronde	Astronomer Royal	Anqano Deauville August Yearling Sale	Capucines	TCH BS	80,000EUR
F	Wevanelia	Gerblewave	Anqano Deauville August Yearling Sale	La Motteroye Consignment	Tino Rou BS	115,000EUR
C	Core Element	Consolidator	Anqano Deauville August Yearling Sale	Capucines	J Crupl	140,000EUR
F	Enyoia	Noyef	Anqano Deauville August Yearling Sale	Capucines	J C Roujet	160,000EUR
F	Helocentric	Galileo	Anqano Deauville August Yearling Sale	Capucines	Vendor	125,000EUR
C	Holy Dazzle	Sunday Break	Anqano Deauville August Yearling Sale	Cadran	Godolphin	190,000EUR
F	Instant	Gene West	Anqano Deauville August Yearling Sale	Capucines	Vendor	110,000EUR
C	Wilson	Wendover Spirit	Anqano Deauville August Yearling Sale	La Motteroye Consignment	A. Joug	25,000EUR

A Pedigree section which includes:

- ‘A Four-Generation Pedigree’, a weekly updated ‘Extended Dam Pedigree’ and a list of ‘Black-Type horses from the Stallion’s Sire’

Cape Cross Black Type Horses	Green Desert	Danzig	Northern Dancer Pos De Nom
	Park Appeal	Foreign Courier	Sir Ivor Courtly Dee
		Ahonoora	Lorenzaccio Helen Nichols
Urban Sea Extended Pedigree	Miswaki	Mr Prospector	Raise A Native Gold Digger
		Hopespringeternal	Buckpasser Rose Bower
	Allegretta	Lombard	Agio Promised Lady
		Anatevka	Espresso Almyra

MISWAKI 6 wins-2 at 2-from 1000m to 1600m, Longchamp Prix de la Salamandre, Gr.1, Belmont Charles Hatton S., L. Deauville Prix Yacovief, L. 2d Deauville Prix Normy, Gr.1, Belmont Fall Highweight H., Gr.2, 3d Newmarket Dewhurst S., Gr.1, Champion French Sire (AEI) in 1993, Champion GB/Ire. Sire of Broodmares in 1999, 2001, Champion French Sire of Broodmares in 2003, Second on USA Sire List in 1991, Second on French Sire List in 1993. Sire of winners of over \$82 million - 94 stakes winners, inc. **URBAN SEA**, **MARVELOUS CROWN**, **BLACK TIE AFFAIR**, **KISTENA**, **BACHELOR DUKE**, **PAPAL POWER**, **UMATILLA**, **WAKI RIVER**, **ETOILE MONTANTE**, **MISIL**, etc. Maternal sire of winners of over \$280 million - 167 stakes winners, inc. **DALAKHANI**, **DAYLAMI**, **GALILEO**, **SEA THE STARS**, **HERNANDO**, **JINWAKI**, **LOTS OF HOPE**, **JOHANN QUATZ**, **BLACK SAM BELLAMY**, **LANDSEER**.

1st Dam
URBAN SEA, by **Miswaki**. Top filly on The 1993 European 4YO+ Classification, 8 wins-1 at 2-from 1600m to 2400m, £28,352, 8,985,200fr., US\$70,320, 24,000Dm., HK\$90,000, Longchamp Prix de l'Arc de Triomphe, Gr.1, Prix d'Harcourt, Gr.2, Deauville Prix Gontaut-Biron, Gr.3, Saint-Cloud Prix Exbury, Gr.3, Deauville Le Pagaet d'Or, L., Le Lion-d'Angers Grand Prix du Fonds Européen de l'Elevage, L., Longchamp Prix de la Seine, L., 2d Royal Ascot Prince of Wales's S., Gr.2, Woodbine EP Taylor S., Gr.2, Evry Prix Mineve, Gr.3, Prix de Morangis, 3d Longchamp Prix Vermeille, Gr.1, Prix Ganay, Gr.1, Disseldorf ABAC Preis, Gr.2, 4th Epsom Coronation Cup, Gr.1, Broodmare of the Year in GB & Ireland in 2001 & in Ireland in 2009. Three-quarter-sister to **TERTULLIAN**, half-sister to **KING'S BEST**, **ALLEZ LES TROIS** (dam of **ANABAA BLUE**, **MEASURED TEMPO**, **REUNITE**), **Turbaine** (dam of **TEREK**, **TUSCULUM**), **Angine** (dam of **ANZILLERO**), **Abramo** (dam of **TERRUBI**, **ALPINE SNOW**), **Dam of eleven foals, nine to race, eight winners, inc.:**

SEA THE STARS (c. by **Cape Cross**), **Substance**
GALILEO (c. by **Native Dancer**, **Pos De Nom**), **Daylami** (c. by **Sea The Stars** in 2002)

Medicean Black Type Horses	Machiavellian	Mr Prospector	Raise A Native Gold Digger
		Coup De Folie	Halo Raise The Standard
	Mystic Goddess	Storm Bird	Northern Dancer South Ocean
Rose Goddess		Sassafras Cocarde II	
Holland Park Lass Extended Pedigree	Spectrum	Rainbow Quest	Blushing Groom I Will Follow
		River Dancer	Irish River Dancing Shadow
	Palacegate Episode	Drumalis	Tumble Wind Virna
Pasadena Lady		Captain James Gliding Goy (5)	

MEDICEAN - Black type horses

Name	Dam/Dam	Born	Sex	Best Result
AL SHEMALI	Generous	2004	C	G1w
ALMERITA	Heroldste	2003	F	G1w
BAYRIR	Darshaan	2009	C	G1w
CAPPONI	Zilzal	2007	C	G1w
DUTCH ART	Spectrum	2004	C	G1w
NANNINA	Danehill	2003	F	G1w
NEATICO	Sodler's Wells	2007	C	G1w
SYDUMA	Danehill	2008	F	G1w
BANKABLE	Sodler's Wells	2004	C	G2w/G3p
MEDICI CODE	Fairy King	2004	G	G2w/G3p
SAPPHEUS	Danehill	2009	F	G2w/G3p
ALPINE SNOW	Almyra	2004	F	G2w/G3p

Other UNIQUE features

- **STALLION COMPARISON** –

(for advertised stallions only)

this will include a progeny summary for both the current and last 5 years.

It will also show sales comparisons for the current year and a combined 5 year sales summary. Both summaries will include yearlings, foals, breeze-ups, H.I.T. and store horses.

- **LEADING SIRE STATISTICS** –

a comprehensive selection of sires tables that will cover a large spectrum of stallion data.

- **SITE-WIDE NEWS SECTION** – a site-wide news section with unique up-to-date breeding related news stories written by some of the leading bloodstock writers.

- **ADVERTISED NEWS SECTION** – each stud farm will have an account, with which they can submit news stories for each advertised stallion, to appear within the relevant advertised stallion's section. There will also be the facility to upload pictures to complement the stories, which could include foal, yearling and general stock photos.

- **USER ACCOUNT AREA** – each registered user of the website will have the facility to store information on their stock, including records for mares, foals, yearlings and 2yos. They will be able to record sales, racing and breeding information for their relevant stock.

- **TARGETED STALLION SEARCHES** – if a registered user has stored mare information within their account, they will be able to include the breeding of their mares in the search procedure. Subsequent search results will highlight any stallions that have produced a 'Nick', as well as any other stallions that meet their search criteria.

The screenshot displays two side-by-side panels, each titled 'RACING' and 'SALES'. The 'RACING' panels show progeny data for 2017 and the last 5 years (2013-2017) for a stallion. The 'SALES' panels show yearling sales for 2017 and a 5-year sales summary. The data is presented in tables with columns for Year, Mares, Wins, % of crops, G.I.F.s, G.I.F.s, B.T.W., B.T.R., and NET/Wins.

RACING - Progeny - 2017								
Year	Mares	Wins	%	G.I.F.s	G.I.F.s	B.T.W.	B.T.R.	NET/Wins
2017	266	104	39	25	41	35	45	21

RACING - Progeny - Last 5 of 13 Racing Crops								
Year	Mares	Wins	%	G.I.F.s	G.I.F.s	B.T.W.	B.T.R.	NET/Wins
2017	266	104	39	25	41	35	45	21
2016	332	155	46	29	47	38	60	19
2015	326	142	43	23	40	37	55	19
2014	334	150	44	26	38	39	53	19
2013	314	144	45	19	36	31	49	20
Total	1572	695	43	122	202	180	262	20

SALES - Yearling Sales - 2017								
Year	Mares	Wins	%	G.I.F.s	G.I.F.s	B.T.W.	B.T.R.	NET/Wins
2017	9	5	55.6	146,513	347,262	274,894		
Foals	4	3	75.0	87,436	620,618	445,419		
Combined	13	8	61.5	233,949	967,880	720,313		

SALES - Yearling Sales - 5 Crops								
Year	Mares	Wins	%	G.I.F.s	G.I.F.s	B.T.W.	B.T.R.	NET/Wins
2017	9	5	55.6	146,513	347,262	274,894		
2016	148	124	83.8	1,232,099	429,814	222,887		
Combined	157	129	82.2	1,378,612	777,076	497,781		



Although modern technology has seen a rise in breeders using websites for their research, the fact remains that over 80%* of breeders own two or less mares and many of them are of an age who still prefer to receive their information in print format.

The **Thoroughbred Stallion Guide book** will continue to cover this market perfectly, being sent out **free** to all members of the UK, Irish and Italian Breeders' Associations, as well as to thousands of other European breeders whose details are held on our extensive database. It is also distributed free of charge at the major breeding stock sales in England, Ireland and France, and has a total circulation of nearly **8,000** copies.

*Statistic taken from the latest available EFTBA data booklet

The Book



So you can see that, by advertising on **both** the new Stallion Guide website and in the book, you really are getting two bites of the cherry

The Offer



Book

website

£1,100



BOOK only

£850



website only

£850

Discounts are available on studs advertising 4 or more stallions and for stallions standing for a fee of under £5,000 (or equivalent)

Contact:

Louise Barraclough : **07968 202248** • William Morgan : **07703 114134**

Claire Taylor : **07725 724133**

to discuss your stud/stallions requirements