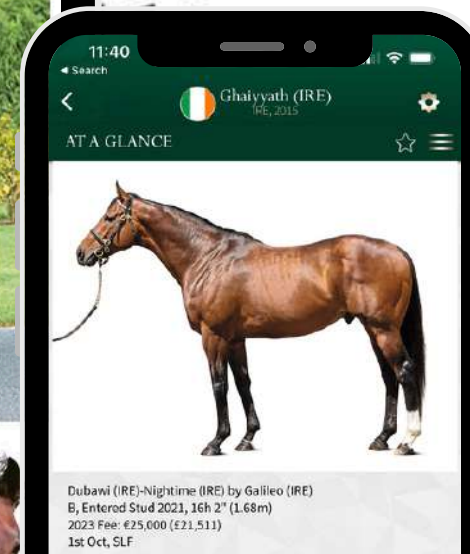
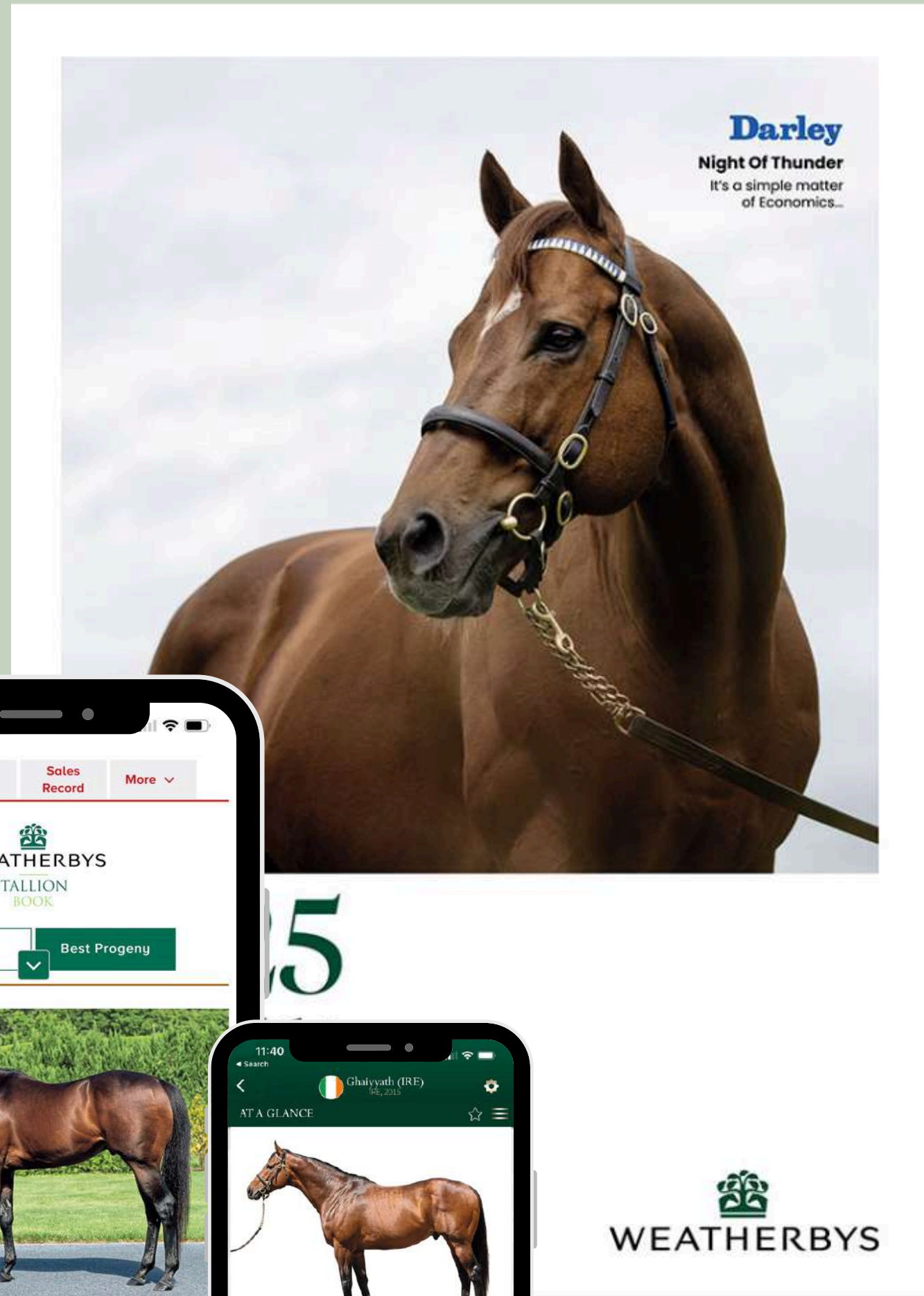




WEATHERBYS

2026 Stallion Book

Media Pack



Entries now open!

Please enter as soon as possible to ensure you can receive 2x Stallion Book Page Proofs.


WEATHERBYS

The world's #1 Stallion Guide

The world-renowned Weatherbys Stallion Book package is now in its 42nd year as the go-to resource for breeders, equine enthusiasts, and industry professionals worldwide.

What began life as a print publication packed with valuable insights and Weatherbys trademark industry-leading data, has gone on to become the **leading Stallion promotion package of its kind**, anywhere in the world.

Not only is it a principal tool for breeders for deciding their mating plans and discovering top-quality breeding prospects, but it is a staple in the equine community, referenced throughout the year by anybody buying, selling, training or owning a stallion's progeny.

Entries in the world's number one Stallion promotion tool include the prestigious print book, which is distributed to over 5k breeders, as well as a gateway to 24/7 year-round digital visibility in the most credible and innovative media platforms in the equine industry that provides an unmatched reach.

Stallions are showcased with detailed and comprehensive profiles, allowing your stallion's best attributes to shine through on a global scale.

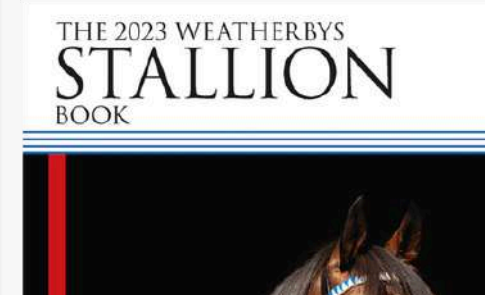
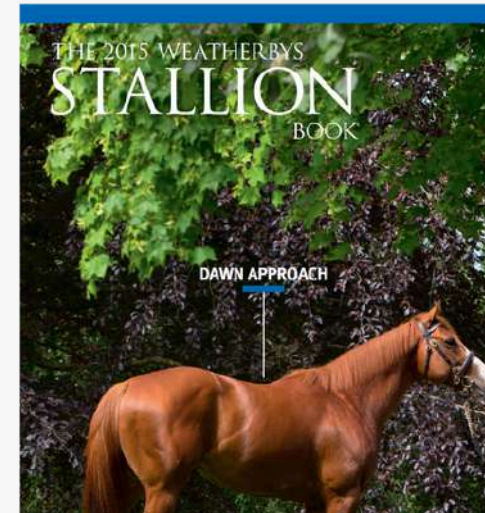
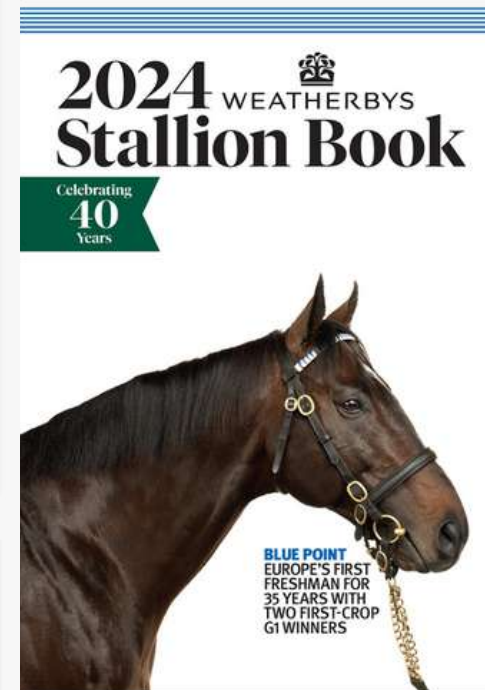
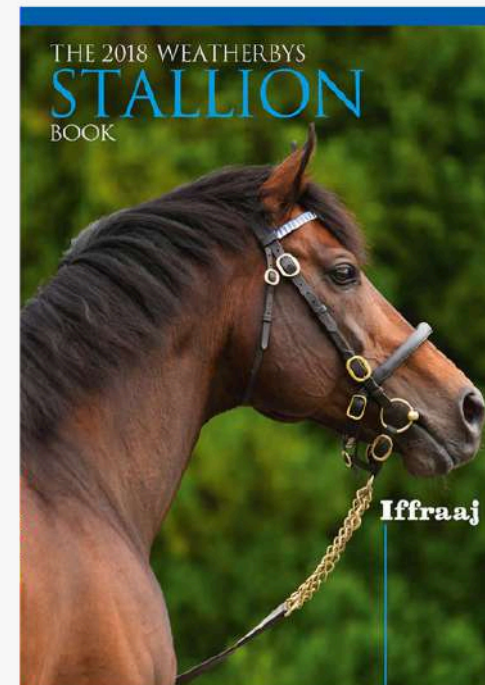
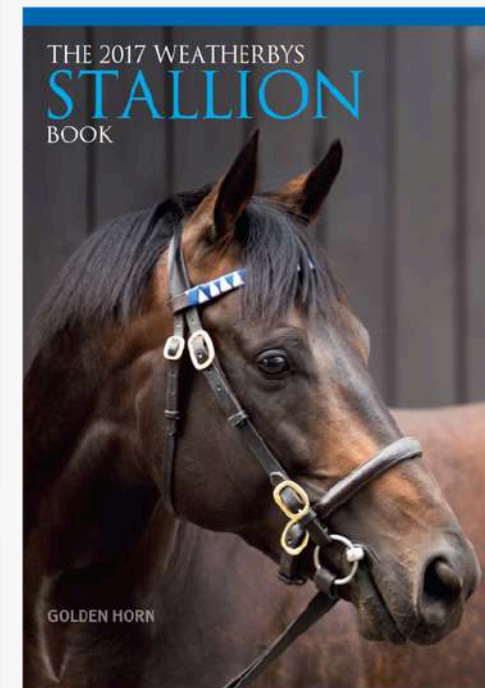
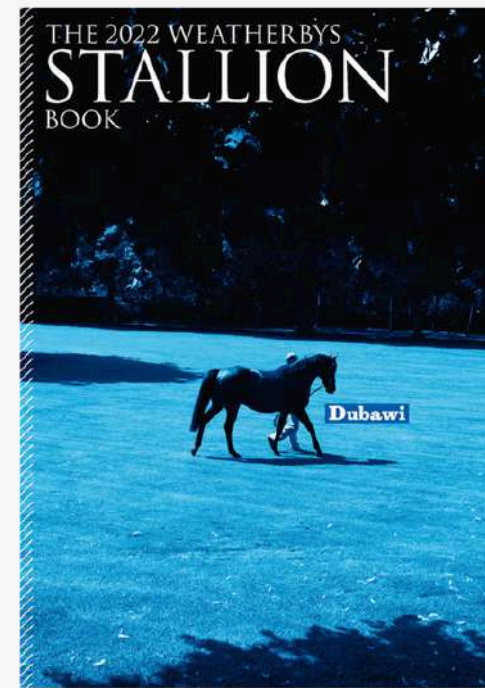
In addition bespoke services can allow customers to add Weatherbys Stallion Book data to their websites.

We look forward to working with you again in creating the ultimate showcase for stallions around the globe.



2025
Stallion
Book

WEATHERBYS



2026 Stallion Book

The Weatherbys Stallion Book package is widely recognised as being the
#1 GLOBAL STALLION GUIDE

The Flat/Dual Stallion Book Package

01 | PRINT

2x full pages in:

**The
Stallion
Book**

02 | APP

Year-round listings on:

1
**Global
Stallions
App**

2
**The
Racing
App**

03 | ONLINE

Enhanced Stallion profiles on:

1
**Racing
Post**

2
**Stallion
book.co.uk**

Stallion Book in Numbers

1

Delivered to over **5,000** qualifying breeders, free of charge

2

Huge digital footprint; **5.3m+ views** on Global Stallions, **17m+ per month** on RP

3

Separate Flat & National Hunt publications

4

Includes **over 360 Stallions** in both books

5

Entries from **4** continents

6

New for 2026: Weatherbys Stallion Book profiles now also on the **The Racing App**



2025
National Hunt
Stallion Book

WEATHERBYS



COOLMORE
Walk In The Park
Topped the table in the latest season
despite his first Irish crop being only 70%!

WEATHERBYS

A'ALI (IRE)
ACCLAMATION (GB)
ACE IMPACT (IRE)
ACLAIM (IRE)
ADAYAR (IRE)
ADMIRE MARS (JPN)
ADMIRE MOON (JPN)
ADVERTISE (GB)
AESOP'S FABLES (IRE)
AL HAKEEM (GB)
AL KAZEEM (GB)
AL WUKAIR (IRE)
ALKUMAIT (GB)
ALMANZOR (FR)
ALSON (GER)
AMARON (GB)
AMERICAN PATRIOT (USA)
AMERICAN PHAROAH (USA)
ANGEL BLEU (FR)
ANNAPOLIS (USA)
ARDAD (IRE)
ARIZONA (IRE)
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ARREST (IRE)
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AUGUSTE RODIN (IRE)
AUSTRALIA (GB)
AWTAAD (IRE)
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CENTURY DREAM (IRE)

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DANON KINGLY (JPN)
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LIGHTNING SPEAR (GB)
LITTLE BIG BEAR (IRE)
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LOGOTYPE (JPN)
LOOK DE VEGA (FR)
LOPE DE VEGA (IRE)
LOPE Y FERNANDEZ (IRE)
LORD KANALOA (JPN)
LUCKY VEGA (IRE)
LUSAIL (IRE)
MAC SWINEY (IRE)
MAGNA GRECIA (IRE)
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MARIE'S DIAMOND (IRE)
MARMELO (GB)
MASSAAT (IRE)
MASTER OF MY FATE (SAF)
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NOOR AL HAWA (FR)
NOT THIS TIME (USA)
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ONESTO (IRE)
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PERSIAN KING (IRE)
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THUNDER SNOW (IRE)
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WASHINGTON DC (IRE)
WELLS FARHH GO (IRE)
WILL TAKE CHARGE (USA)
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ZAGREY (FR)
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With thanks to our 2025 advertisers



Darley
Night Of Thunder
It's a simple matter
of Economics...

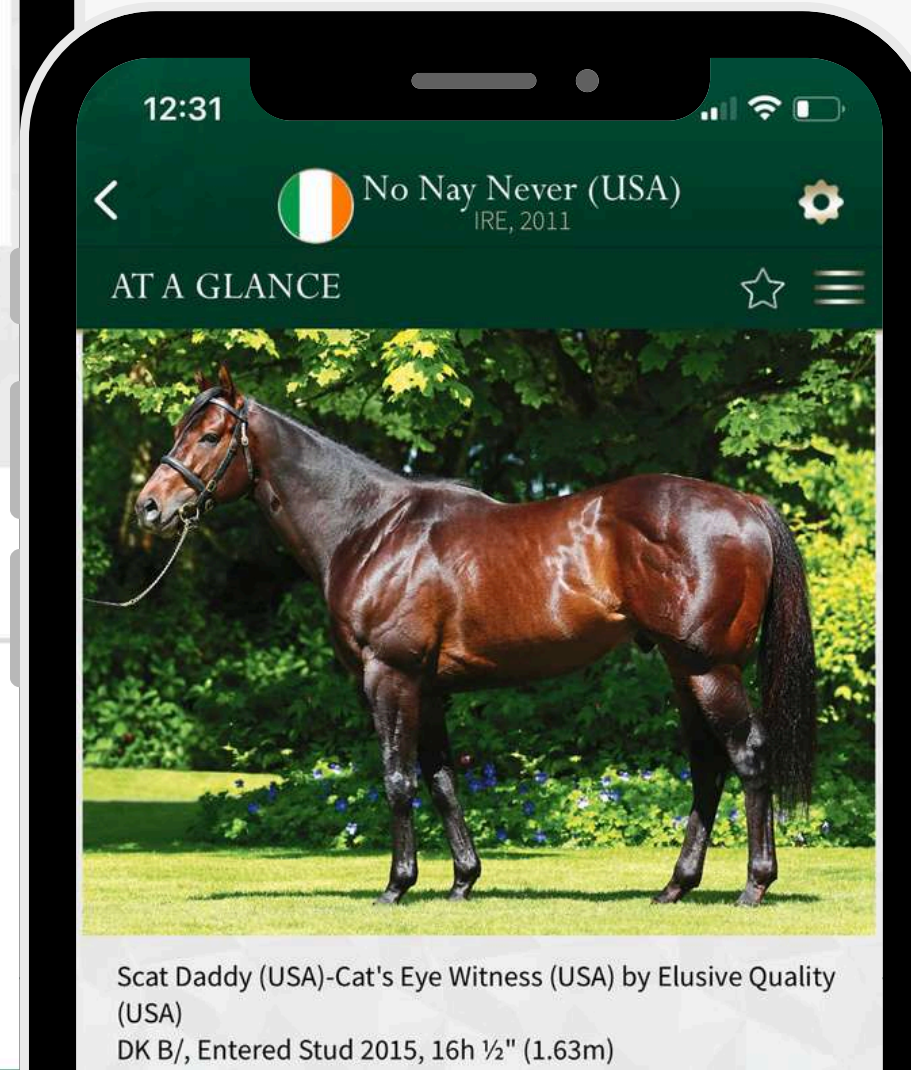
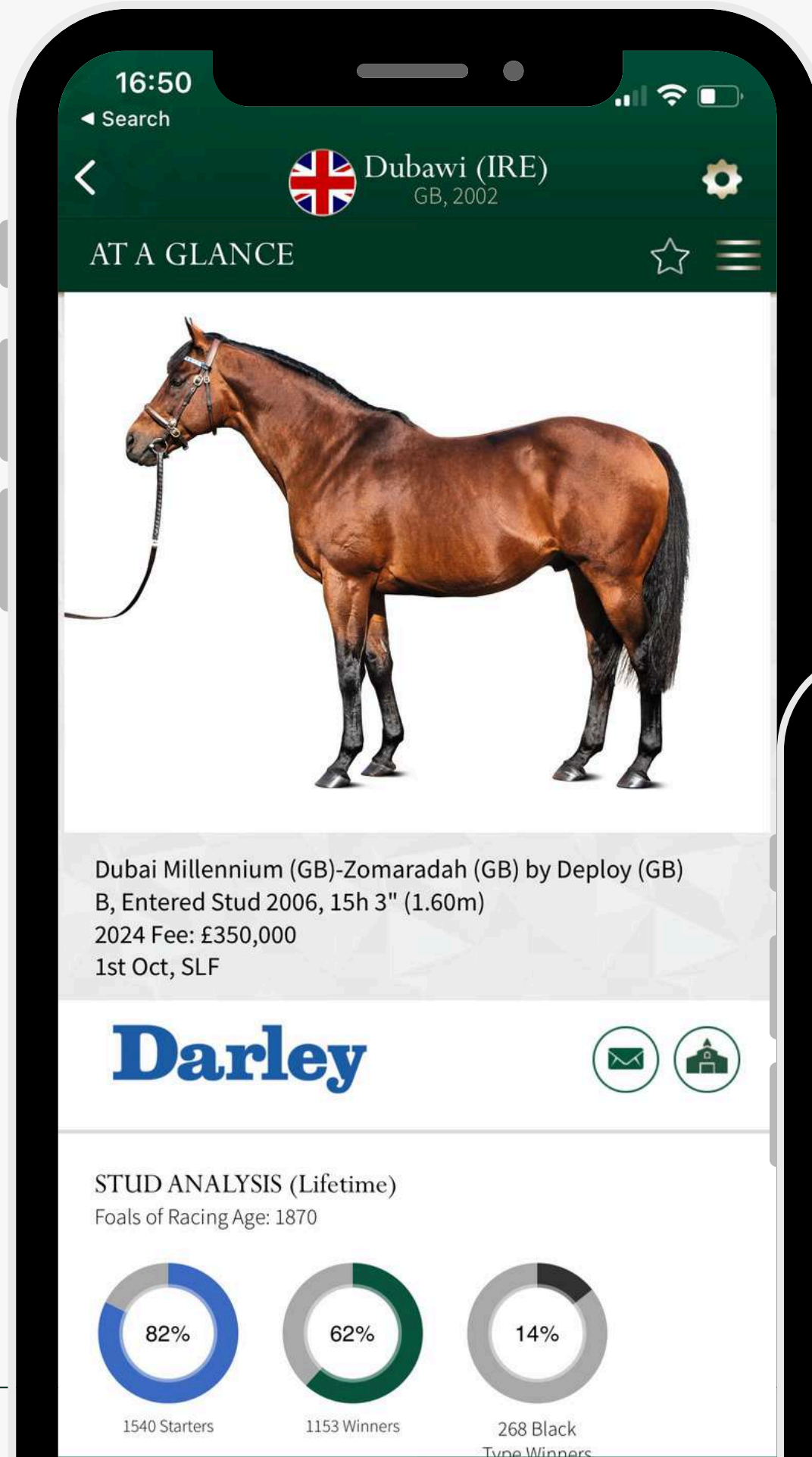
2025 Stallion Book


WEATHERBYS

Global Stallions App

The **world's largest stallion register**. Powered by Weatherbys & Bloodhorse with continuously updating stallion statistics & the latest news. The industry-leading stallion reference tool is available to download for free to your mobile or tablet from any major App Store.

Over 42,000 downloads



BLOODHORSE WEATHERBYS
GLOBAL
STALLIONS

USAGE DATA
(past 12 months)

- **12k** new users
- **5m+** screen views
- Average engagement time of **1hr 16min** per user

RACING POST Stallion Profiles

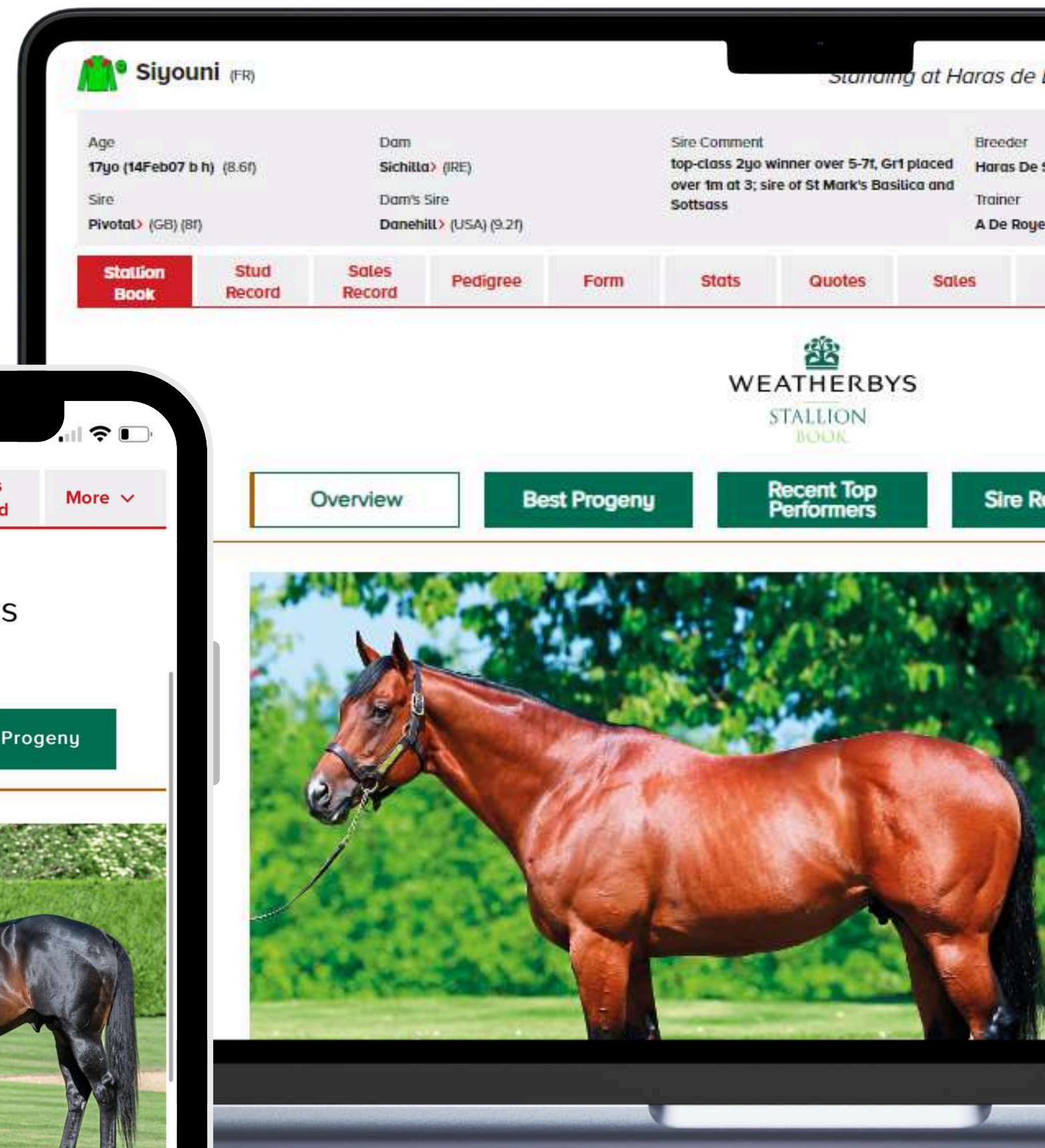
The Weatherbys Stallion Book enjoys an exclusive partnership with the **Racing Post**, the UK & Ireland's leading industry media outlet.

Your stallion will have their own prominent profile on the RP website, available on both desktop & mobile.

Included features:

- **Eye-catching, large display** of stallion farm advertisements and imagery on both desktop & mobile
- Each stallion's Weatherbys data assembled into an **easily navigable section** with excellent aesthetics.
- The ability to create an **image and video carousel** to promote your stallion.
- New Stallion search functionality gives **prominence to Weatherbys stallions**.

Over
17m
horse profile
views every
month



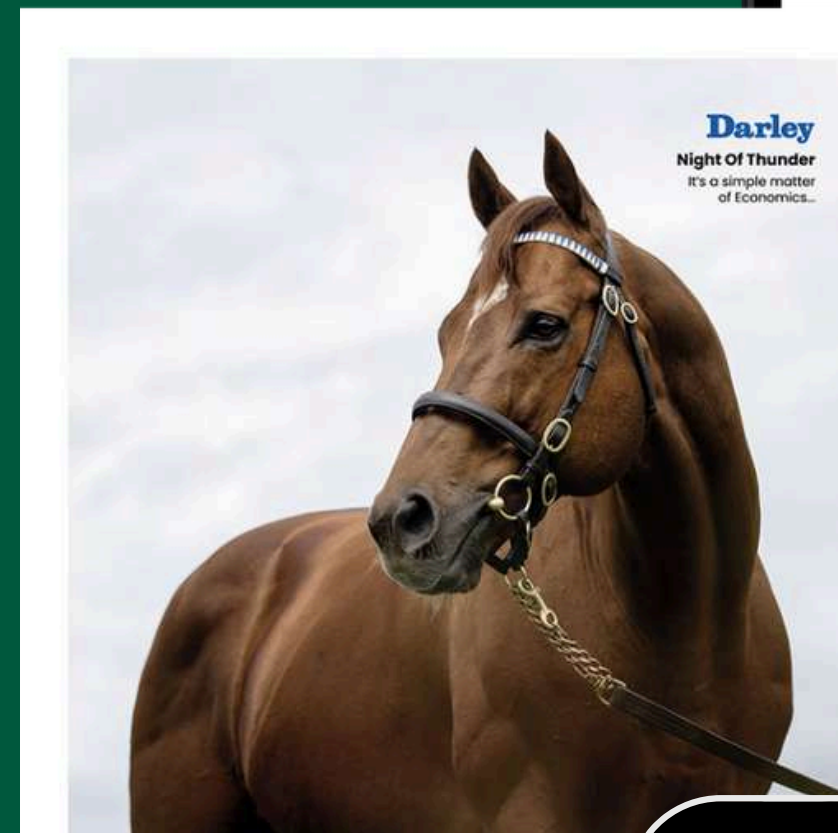
2026 Rates

2026 Stallion Book

	1-4 stallions (price per entry)	5-14 stallions (price per entry)	15+ stallions (price per entry)
£	1,645	1,585	1,495
\$	2,120	1,995	1,930
€	1,920	1,845	1,750

2026 NH Stallion Book

£	730	680	630
€	850	795	735



2025 Stallion Book

The image shows two digital devices displaying horse-related information. The tablet in the background shows a profile for 'Pinatubo (IRE)' with details like Age (7yo), Sire (Shamardal), and Dam (Lava Flow). It includes navigation tabs for Station Book, Stud Record, Sales Record, Pedigree, Form, Stats, and Quotes. Below these are buttons for Overview, Best Progeny, and Recent Top Performers. The smartphone in the foreground shows a profile for 'Kingman (GB)' with a photo of the horse and details like 'Invincible Spirit (IRE)-Zenda (GB) by Zamindar (USA)'. The time on the phone is 12:45.





WEATHERBYS

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