

Marken Julian



Flat Season
2018

Flat Season 2018

Hi there!

I am delighted to present our brochure with details of my services for the 2018 Flat campaign.

I am particularly excited about the *Dark Horses Annual* this year. It weighs in at over 30,000 words – about 5,000 words more than normal – due to the vast number of unexposed and unraced horses I have this year.

I am especially looking forward to the *Online Previews*, starting with the Newmarket Guineas meeting. I confidently expect this service to make another profit to level stakes.

The *Weekend Card* continues to flourish, growing in popularity with our subscribers. The format has not changed since its return almost two years ago, offering updated news and information on the Premier List horses from the *Dark Horses* and coverage of the weekend racing.

I hope that we have something for everyone and that you are looking forward to the weeks to come as much as I am.

Bye for now



Maren

PS: Our popular **Flat Package** makes a welcome return. You get all our *Online Previews* and thirty editions of the *Weekend Card* with a **free copy** of our *Dark Horses Annual*!



Dark Horses Annual 2018

Since it was first published over 40 years ago, Marten Julian's *Dark Horses Annual* has become accepted as the industry's authoritative source of information about unexposed and unraced horses.

Packed with over 30,000 words, Marten's 2018 *Dark Horses Annual* features:

The Premier List – Horses hand-picked by Marten that he believes will yield a profit to level stakes, including a potential handicap improver and a very highly-rated horse that has just a maiden win to its name.

The Dark Horses – Unexposed and unraced horses from the UK, Ireland and France, that have shown the potential to win races. This year's selections include an unraced three-year-old from a small yard that has been working like a class horse at home.

The Dark Handicappers – Relatively unexposed slow-burners that appear to have been prepared with handicaps uppermost in mind.

The Classic Previews – Marten's in-depth analysis of the first four Classics with ante-post recommendations.

Read what the professionals have had to say:

'This book is a gem ... sheer old-fashioned quality in a flashy era ... you will not find better value anywhere, either this year or next ...'

'The man is evidently a perfectionist ... always searching for a new angle ...'

'Marten Julian has a reputation as one of the shrewdest judges in the game ... very little gets by him ...'

'In the complex world of tipping winners, Marten Julian is a name second to none ... his Dark Horses concept is a legend in its own lifetime ... an uncanny knack of digging in the right places ... excellent contacts ... a mine of information ... by far the best in the public arena ...'

'Why change a successful formula when it has worked for so many years ... Julian is in his fifth decade as a racing writer and one of the main hallmarks of his publications is the professionalism of his research, and the toil of his labour shines through in Dark Horses ...'

AVAILABLE APRIL 2018 £12.99

Get the Dark Horses Annual FREE as part of our Flat Package. Refer to the Order Form for details.

The Weekend Card

FOR AS LITTLE AS £5 A WEEK!

What's it all about ...

After over 40 years in the business Marten and his team get to hear a lot from clients about what they're after from a service, which is why we see it as a priority to cater for as many of their needs as possible. That is the reason why we brought back the *Weekend Card*, which was our best-selling service many years ago, and as you can see from the published results it has proved a huge success since its return.

Continuity ...

One thing that has become clear is the importance of *continuity* in a service. For example, when we select a horse we know that our clients would appreciate some feedback – whether it wins or loses. The *Weekend Card* prioritises this by providing weekly updates on key horses from Marten's *Dark Horses Annuals* (both Flat and Jumps) and selected horses from earlier editions and features of the *Weekend Card*.

User's Guide ...

All new subscribers to the *Weekend Card* will receive a User's Guide, written and edited by Marten and Rebecca. This explains in full detail both how to use the *Weekend Card* and also how to derive the most benefit from it. Marten guides you through the racing side of things, while Rebecca provides advice on the technology and administration – how to order, keep alerted to runners etc.



The Contents ...

The *Weekend Card* includes the following features:

The Sleeper Section – one of the most popular features of the *Weekend Card*, with Marten's specially noted horses – a few dark ones, a few unexposed ones and a few unraced ones.

The Ante-Post Agenda – a brief weekly update on horses that Marten believes warrant ante-post interest. Again, there will be continuity of mention.

Under The Radar – observations, sometimes controversial, from Marten on subjects that the pundits miss – or choose to avoid! Strange rides, stable news and other intriguing issues!

The Weekend Action – the *Weekend Card* covers Marten's thoughts on the big-race action at the weekend, together with horses that have caught his eye elsewhere.

The Update – latest news and entries for horses that have featured in past *Weekend Cards*, the *Dark Horses Annuals* and the *Postscript Service*.

Ian Carnaby – a great favourite of our clients and a big part of our team for many years.

Jodie's Jottings – Marten's assistant Jodie Standing specialises in Irish point-to-pointers but she will also be sharing her occasional insights from the Flat.

The Irish Angle – observations and informed comment from over the water!

The Results ...

We believe that the only fair way to assess any service is by recording and updating the returns to a one point level stake and also as a percentage return on investment.

If you haven't tried this service before please contact us for an information pack which includes some past copies. If you have internet access these can be viewed on the Downloads page through our website.

Here are the returns to level stakes for the period up to November, 2017:

Marten's Weekend Action: 38% profit on investment (72pts LS Profit) including winners at 22/1, 16/1, 14/1 (twice), 12/1 (adv), 11/1, 10/1, 9/1, 8/1 (twice), 7/1, 13/2, 6/1 (twice) etc

The Sleeper Section: 79% profit on investment (45pts LS Profit) including winners at 33/1, 8/1, 7/1 (twice), 7/2, 0/30, 3/1 etc

Under The Radar: 18% loss on investment (7pts LS Loss) including winners at 7/1, 11/2 etc

Jodie's Jottings: 38% profit on investment (57pts LS Profit) including winners at 14/1 (twice), 9/1 (twice), 8/1, 7/1, 6/1, 5/1, 9/2 etc

Ian Carnaby: 5% loss on investment (12pts LS Loss) including winners at 16/1, 6/1, 7,1 11/2, 5/1 etc

Ante-Post: 195% profit on investment (33pts LS Profit) including One For Arthur (adv 20/1)

The Weekend Card is published every Thursday and posted First Class as well as uploaded to our website.

If you buy credits for the online version you can pick and choose the editions you download. If you buy the postal version we will send it weekly unless you ask us to put your subscription on a holiday hold.

If you buy our postal version and don't have internet access you will also receive free access to our Weekend Card phone line. This line is recorded every Thursday morning by Rebecca and lists all selections. This ensures you don't miss out on any Thursday entries while you wait for your edition to arrive in the post.

- **Five Editions £30**
- **Ten Editions £55**
- **20 Editions £100**
- **30 Editions (Full season) £145**

Online Previews

Marten writes *Online Previews* for most of the Flat season's major meetings. These include the best of his up-to-date news and information and are available to read the evening before the day's racing. Results, both on the Flat and over jumps, have produced a profit to level stakes since the service began.

Because Marten's selections are generally well supported this service is of great value to those of you who like to trade on the exchanges or take early/overnight prices.

If you have not tried an *Online Preview* please visit our Downloads page at www.martenjulian.com to view a past edition.

NEWMARKET GUINEAS FESTIVAL - £10

The Record: A profit was made last year thanks to Ronald R 14/1 and Permian 5/2. We had a bumper weekend in 2016 with Exosphere 17/2, Usherette 5/1, Taqdeer 15/8, Folkswood 7/4, Swiss Range 6/4 and Goodwood Mirage 3rd 20/1. Past editions gave Sky Lantern and Just The Judge, first and second in the 1,000 Guineas, and Miss France.

Published in one part on Friday 4 May

EPSOM DERBY & OAKS - £10

The Record: So often a lucky meeting for us, and following winners at 25/1, 12/1, 7/1, 6/1 and 4/1 in 2013, Marten struck again with the Oaks/Derby double Taghrooda 5/1 and Australia 11/8 in 2014 and in 2015 he gave Code Red 14/1, Stravagante 7/2 and Al Bandar 3/1. Last year he gave Wings Of Eagles 40/1 as his best outsider for the Derby.

Published in one part on Thursday 31 May

ROYAL ASCOT - £25

The Record: A profitable meeting for us over the years, with the 2016 highlight the 10/1 victory of Dartmouth. Other winners were Prince Of Lir 8/1, Jennie's Jewel 6/1, Even Song 15/8, Quiet Reflection 7/4, Churchill 8/11 and a clear pointer to 16'1 winner My Dream Boat. Last year's best winners were Out Do 25/1 (best outsider) and Stradivarius 11/2 (advised 12/1). Near misses were Headway 33/1, Lancaster Bomber 25/1, Decorated Knight 10/1, Nyaleti 10/1 etc.

Published in two parts on Monday 18 June and Wednesday 20 June

YORK EBOR - £20

The Record: Recent editions have found winners at 16/1, 8/1 (twice), 3/1 (twice), 5/2 etc. The 2016 highlights were Barsanti 5/1, Nemoralia 15/8 and Abingdon 13/8. Last year's meeting made another profit thanks to Talaayeb 9/1, Marsha 8/1 and Tangled 15/2 (advised 14/1).

Published in two parts on Tuesday 21 August and Thursday 23 August

DONCASTER ST LEGER - £10

The Record: This meeting has consistently proved highly profitable for Marten, who in 2015 found winners at 16/1, 7/2, 3/1, 11/4 and 7/4. The 2016 highlight was 22/1 St Leger winner Harbour Law and 0/30 winner Bess Of Hardwick. Last year he found Pivoine 9/4, Desert Skyline 2/1 and Heartache 6/4. Please note that this edition does not cover the Thursday of the meeting.

Published in one part on Thursday 13 September



NEWMARKET CAMBRIDGESHIRE FESTIVAL - £15

The Record: Recent winners for this meeting include GM Hopkins 7/1, Promising Run 5/1, Lumiere 0/30, Elm Park 11/4, Pallasator 11/8 and in 2016 Pichola Dance 14/1, newcomer Eminent 6/1, Dal Harraild 9/4 and Journey 11/8. Last year included Clemmie 15/8 and Bye Bye Baby 11/10.

Published in two parts on Wednesday 26 September and Friday 28 September

ASCOT CHAMPIONS DAY - £10

The Record: A day packed with three Group 1 races, a Group 2 and a Group 3. Recent winners include Journey 6/1, Gordon Lord Byron 5/1, Charm Spirit 5/1, Forgotten Rules 3/1. Last year was a bumper meeting, with Persuasive 8/1 (advised 28/1) and near misses with GM Hopkins 20/1, Accidental Agent and Poet's Word 7/1 – all placed.

Published in one part on Friday 19 October



Subscribe to the Flat Package to get a FREE copy of Marten's Dark Horses Annual (see Order Form for details)

The Telephone & Text Service

Subscribers to the *Telephone & Text Service* can gain access to Marten's daily news by ringing an 0871 number rather than having to call his Premium Rate line.

If you are a regular caller to Marten's Premium Rate line, then subscribing to this service will save you money – plus you receive a summary of his views through a Daily Text Message.

By paying a monthly fee you acquire access to a lower charge line (0871) and you can also select your subscription length, ordering for a week, a month or the entire season. You can also join for specific dates – perhaps to cover a major meeting.

Subscribers to this service receive a **5% discount** from all Marten's publications for the duration of your subscription.

Price: £520

(pro rata rates apply and payment terms available)

Contact Rebecca for further details:

Call 01539 741007

Email rebecca@martenjulian.com

Private Access Service

This service offers all the benefits of the Telephone & Text Service with the option to speak to Marten by phone or by email throughout the duration of your subscription.

Subscribers to this service receive a **10% discount** from all Marten's publication for the duration of your subscription.

Price: £815

(pro rata rates apply and payment terms available)

Contact Rebecca for further details:

Call 01539 741007

Email rebecca@martenjulian.com

Personal Consultancy Service

FOR LESS THAN £5 A DAY!

Marten's *Personal Consultancy Service*, which costs less than £5 a day, provides the serious backer with a unique insight into the day's racing. Marten calls upon over 40 years of experience and his wide network of contacts to guide you through the season on a day-to-day basis.

Members of the PCS are entitled to the following benefits:

Personal Access – you are welcome to call or email Marten at any time to seek his guidance, discuss racing topics of interest or enquire further about his selections.

Daily Line Access – you have access to Marten's thoughts through his daily line at non-premium rate charges.

Daily Text Message – you receive a succinct appraisal of Marten's selections and occasional late news through a text message direct to your mobile phone.

Email Preview – you receive a daily email with Marten's news for the day's programme and occasional long-term information (including ante-post recommendations).

Publications/Online Services – subscribers to this service receive a **15% discount** from all Marten's publications for the duration of your subscription.

Online Conferences – you are invited to join Marten for online conferences, usually to precede a major fixture.

Private Area – you have access to a private area of the website to view the day's information

Meetings – you are welcome to spend time with Marten if you are attending a race meeting at which he is present.

Price: £1,050

(pro rata rates apply and payment terms available)

Contact Rebecca for further details:

Call 01539 741007

Email rebecca@martenjulian.com

Marten Julian

69 Highgate, Kendal LA9 4ED

Tel: 01539 741 007

www.martenjulian.com

rebecca@martenjulian.com