

**BLUEGRASS HORSEMAN MAGAZINE**

11,363 ACTIVE SUBSCRIBERS \$175.00/M

UNIT OF SALE:  
\$20.00 AVERAGEGENDER: NOT  
SELECTABLEADDRESSING:  
SEE SELECTIONS

KEYING:\$3.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THRU: SEPTEMBER 17  
NEXT: APRIL 18

A TRADITIONAL EQUINE MAGAZINE, THE BLUEGRASS HORSEMAN, A DIVISION OF SADDLE HORSE, INC. AND FOUNDED IN 1972, IS PUBLISHED FOR FIVE-GAITED, THREE-GAITED, AMERICAN SADDLEBRED PLEASURE, FINE HARNESS, ROADSTER HORSES AND PONIES AND HARNESS AND HACKNEY PONIES. IT IS PUBLISHED MONTHLY EXCEPT JANUARY (TWICE MONTHLY MAY-OCT.) AND DISTRIBUTED NATIONALLY.

THE BLUEGRASS HORSEMAN'S PURPOSE IS TO SERVE THE INTEREST OF THE AMERICAN SADDLEBRED, HACKNEY AND ROADSTER SHOW INDUSTRY AND FURNISH COMPLETE NEWS AND ADVERTISING COVERAGE ACROSS NORTH AMERICA AND BEYOND BY WAY OF PRINT AND WEB MEDIA.

MANY OF THESE UPSCALE SUBSCRIBERS ROUTINELY PURCHASE SADDLE AND TACK SUPPLIES, VETERINARY SUPPLIES FOR HORSE HEALTH CARE, CURRENT BOOK AND VIDEOS TO STUDY THE LATEST TECHNIQUES IN TRAINING AND EQUINE MANAGEMENT AND STABLE AND BARN SUPPLIES FROM THEIR FAVORITE CATALOGS AND TACK STORES.

\*\* 10% BROKER DISCOUNT AVAILABLE \*\*

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.

ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: SPACE ADVERTISING - SHOWS - DIRECT SALES  
INTERNET - REFERRALS

SELECTIONS: STATE \$6.00/M  
ELECTRONIC DELIVERY \$50.00

\*\* USAGE \*\*

EQUUS MAGAZINE

SMARTPAK

CONTACT LIST MANAGER EMAIL: [Dorothy@midwestdm.com](mailto:Dorothy@midwestdm.com)

**Midwest Direct Marketing, Inc.**  
501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320  
Email: [info@midwestdm.com](mailto:info@midwestdm.com)