EQUESTRIAN STABLES & MANAGEMENT

34,960 EQUINE STABLES \$120.00/M UNIT OF SALE: 13,821 EMAIL ADDRESSES \$150.00/M \$259.00 AVERAGE TELEPHONES +\$30.00/M

UPDATED AND NCOA 2X ANNUALLY

GENDER: 50/50 BOARDING STABLES OFFER HORSE OWNERS A SAFE AND WELL-MONITORED ENVIRONMENT TO BOARD THEIR HORSES CANNOT SELECT AND UTILIZE ON-SITE RESOURCES SUCH AS: PROFESIONAL TRAINING, RIDING LESSONS, INDOOR OR OUTDOOR ARENAS, TRAIL RIDING, BREEDING SERVICES, ADDRESSING:

HORSE THERAPY AND REHABILITATION SERVICES. SEE SELECTIONS

THESE STABLE OWNERS, OPERATORS AND MANAGERS CARE FOR THE HORSES AND FACILITIES DAILY. THEY HANDLE ALL MINIMUM ORDER: 5,000 ASPECTS OF THE BARN AND STABLE OPERATION INCLUDING BARNS/GROUNDS, EQUINE HEALTH, EQUIPMENT, FEED & SAMPLE REQUIRED SUPPLEMENTS, FLY CONTROL, GROOMING AND TACK.

THEY MAINTAIN INFORMATION ON THE NEWEST PRODUCTS,

SERVICES AND IDEAS AVAILABLE TO MAKE INFORMED

NEXT SEPTEMBER 1 SERVICES AND IDEAS AVAILABLE TO MAKE INFORMED NEXT: SEPTEMBER 17 DECISIONS AND RECOMMENDATIONS ON EVERYTHING RELATED TO THE SECURE BOARDING AND CARE OF THEIR TENANTS.

TYPES OF FACILITIES REPRESENTED:

DRESSAGE POLO

WESTERN RIDING TRAIL RIDING

SELECTIONS AVAILABLE AT ADDITIONAL \$30-FLAT RATE EQUINE VETERINARIANS - 2,890 AMERICAN ASSOC EQUINE PROFESSIONALS - 1,902 THERAPEUTIC SERVICES - 62 INDOOR ARENA - 394

THIS LIST IS A MUST TEST FOR ANYTHING EQUINE. THESE HORSE PROFESSIONALS WILL RESPOND TO MAGAZINE OFFERS, TRAINING VIDEOS, BOOKS AND CATALOGS, AND EQUINE-THEMED APPAREL AND HOME DÉCOR OFFERS. THEY REQUIRE ALL TYPES OF BARN/FARM/STABLE EQUIPMENT, TRACTORS, TRUCKS, LIVESTOCK TRAILERS, OFFICE AND PROFESSIONAL SUPPLIES, VET SUPPLIES, FENCING, STALLS, PASTURE SEED AND ALL TYPES OF FARM AND RANCH SUPPLIES.

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EQUESTRIAN STABLES & MANAGEMENT (CONTINUED)

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.

PUBLICATION SUBSCRIBERS, SHOW ATTENDEES

BREED REGISTRIES

SELECTIONS: STATE, SCF, ZIP

STATE, SCF, ZIP \$6.00/M SERVICES OR FACILITIES \$30.00/F ELECTRONIC DELIVERY \$50.00

USAGE

BIG DEE'S TACK & VET ORGANIC COWBOY SQUARE, INC

EQUINE AFFAIRE SMARTPAK

CONTACT LIST MANAGER EMAIL: Scott@midwestdm.com