

**EQUESTRIAN STABLES & MANAGEMENT**

34,699	EQUINE STABLES	\$120.00/M	UNIT OF SALE:
13,526	EMAIL ADDRESSES	\$150.00/M	\$259.00 AVERAGE
	TELEPHONES	+\$30.00/M	
	UPDATED AND NCOA 2X ANNUALLY		

BOARDING STABLES OFFER HORSE OWNERS A SAFE AND WELL-MONITORED ENVIRONMENT TO BOARD THEIR HORSES AND UTILIZE ON-SITE RESOURCES SUCH AS: PROFESSIONAL TRAINING, RIDING LESSONS, INDOOR OR OUTDOOR ARENAS, TRAIL RIDING, BREEDING SERVICES, HORSE THERAPY AND REHABILITATION SERVICES.

GENDER: 50/50  
CANNOT SELECT

ADDRESSING:  
SEE SELECTIONS

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

MINIMUM ORDER:  
5,000  
SAMPLE REQUIRED

THEY MAINTAIN INFORMATION ON THE NEWEST PRODUCTS, SERVICES AND IDEAS AVAILABLE TO MAKE INFORMED DECISIONS AND RECOMMENDATIONS ON EVERYTHING RELATED TO THE SECURE BOARDING AND CARE OF THEIR TENANTS.

THRU: FEBRUARY 18  
NEXT: SEPTEMBER 18

## TYPES OF FACILITIES REPRESENTED:

DRESSAGE	POLO
HUNTER/JUMPER	ENGLISH/EQUITATION
CARRIAGE/HARNESS	PERFORMANCE
DRAFT HORSE	EVENTING
WESTERN RIDING	TRAIL RIDING

SELECTIONS AVAILABLE AT ADDITIONAL \$30-FLAT RATE  
EQUINE VETERINARIANS - 2,886  
AMERICAN ASSOC EQUINE PROFESSIONALS - 1,874  
THERAPEUTIC SERVICES - 59  
INDOOR ARENA - 391

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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**Midwest Direct Marketing, Inc.**

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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.

SOURCE: PUBLICATION SUBSCRIBERS, SHOW ATTENDEES  
BREED REGISTRIES

SELECTIONS:	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	

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