

**EQUINE ANIMAL HEALTH CERTIFICATIONS**

138,667	0-12 MONTH REGISTRATIONS	\$120.00/M	UNIT OF SALE:
82,114	0- 6 MONTH RECENCY	+\$15.00/M	\$95.00 AVERAGE
59,433	13-24 MONTH RECENCY	\$100.00/M	
31,013	25-36 MONTH RECENCY	\$90.00/M	GENDER: SELECTABLE
93,669	37+ MONTH RECENCY	\$85.00/M	
	HORSE BREED	+\$20.00/M	
	NUMBER OF HORSES	+\$20.00/M	
	NON-PROFIT RATE	\$85.00/M	
	MAGAZINE/PUBLISHER	\$100.00/M	
	PHARMACEUTICAL/CONTROLLED CIRC	\$250.00/M	
	EMAIL ADDRESSES - INQUIRE		

HORSE OWNERS, BREEDERS AND PROFESSIONALS ACROSS THE NATION HAVE USED THIS ANIMAL HEALTH REGISTRY SINCE 1999 TO PROVIDE VETERINARIANS, ANIMAL HEALTH AUTHORITIES AND HORSE OWNERS TEST RESULTS AND DOCUMENTATION TO ALLOW LEGAL TRANSPORT OF THEIR HORSES BOTH INTERSTATE AND INTRA-STATE.

THESE ENTHUSIASTIC HORSE OWNERS AND PROFESSIONALS CERTIFY AND DOCUMENT THEIR HORSES FOR TRANSPORT TO HORSE SHOWS, RACES, SALE EVENTS, RODEO'S AND BOARDING STABLES AS WELL AS TRAINING FACILITIES AND EQUESTRIAN EVENTS NATIONWIDE.

MINIMUM: 5,000

SAMPLE REQUIRED

THRU: FEBRUARY 17

NEXT: SEPTEMBER 17

AMATEUR, NOVICE AND PROFESSIONAL HORSE OWNERS ARE REQUIRED TO PROVIDE VETERINARIAN CERTIFIED COGGINS TEST RESULTS BEFORE TRANSPORT IS LEGALLY APPROVED BY MOST STATES AND ANIMAL HEALTH AUTHORITIES.

THESE EQUINE ENTHUSIASTS COVER THE ENTIRE BREED AND EQUINE DISCIPLINE SPECTRUM INCLUDING WESTERN, ENGLISH, TRAIL RIDING, SPORT HORSE COMPETITION AND RACING. THEY REQUIRE SADDLES AND TACK, EQUINE HEALTH SUPPLIES, WORMER, VACCINES AND SUPPLEMENTS, BOOTS AND APPAREL AS WELL AS STABLE EQUIPMENT AND EQUINE FENCING SYSTEMS. THEY ALSO ROUTINELY PURCHASE EQUINE RELATED GIFTS, TRAILERS, HOW-TO BOOKS AND VIDEOS AND GROOMING SUPPLIES.

ADDITIONAL SELECTIONS AVAILABLE:

HORSE BREED	NUMBER OF HORSES	DONORS BY TYPE
HOUSEHOLD DEMOGRAPHICS	AGE OR INCOME	GENDER
CHILDREN	MOB/SUBSCRIBER	HOME VALUE
HUNTING/GUNS	GARDENING	CRAFTS

BREEDS AVAILABLE @ \$20/M

PAINT HORSE = 42,631	QUARTER HORSE = 139,207
OTHER BREEDS = 88,419	ARABIAN = 25,641
THOROUGHBRED = 39,967	WARMBLOOD = 18,123
MORGAN = 5,932	SADDLEBRED = 8,220
APPALOOSA = 13,196	STANDARD BRED = 3,974
PONY = 14,008	SPORT HORSE = 1,306
TENNESSEE WALKING HORSE = 14,783	

CONTINUED ON NEXT PAGE

**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)

**EQUINE ANIMAL HEALTH CERTIFICATIONS (CONTINUED)**

NUMBER OF HORSES AVAILABLE @ \$20/M

1 TO 5 = 320,146                      6 TO 10 = 51,227  
11 TO 15 = 9,478                      16+ HORSES = 6,504

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:            100% DIRECT REGISTRATION FOR SERVICES

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
HOUSEHOLD DEMOGRAPHICS	\$10.00/M
BREED OF HORSE(S)	\$20.00/M
NUMBER OF HORSES	\$20.00/M
AGE, INCOME, SEX, LOR, DONORS	\$10.00/M
MAIL ORDER BUYERS	\$10.00/M
TELEPHONE NUMBERS	\$30.00/M
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER: scott@midwestdm.com

**\*\* USAGE \*\***

AIG INSURANCE	HEARTLAND VET SUPPLIES	SPRINGTIME, INC
BIG DEE'S VET SUPPLY	HORSE & RIDER MAGAZINE	US FARM DATA
DOVER SADDLERY	KV VET SUPPLY	VALLEY VET SUPPLY
EQUESTRIAN PROMOTIONS	QUARTER HORSE NEWS	WILLIAMS & WILLIAMS
EQUINE AFFAIRE	SCHNEIDER'S SADDLERY	
EQUINE TECH SYSTEMS	SMARTPAK	