

**GAITED HORSE ENTHUSIASTS**

12,144 ENTHUSIASTS \$85.00/M

THE GAITED HORSE MAGAZINE WAS DEVOTED TO BRINGING THE BEST INFORMATION AND RESOURCES TO THE HORSE ENTHUSIAST.

GAITED HORSES ARE HORSE BREEDS THAT HAVE NATURAL GAITED TENDENCIES, THAT IS, THE ABILITY TO PERFORM ONE OF THE SMOOTH TO RIDE, INTERMEDIATE SPEED FOUR-BEAT HORSE GAITS, COLLECTIVELY REFERRED TO AS AMBLING GAITS. GAITED BREEDS INCLUDE AMERICAN SADDLEBRED, ICELANDIC HORSE, MANGALARGA MARCHADOR, MISSOURI FOXTROTTER, PASO FINO, PERUVIAN PASO, RACKING HORSE, ROCKY MOUNTAIN HORSE, SPOTTED SADDLE HORSE, TENNESSEE WALKER AND WALKALOOSA.

THESE HORSE LOVING CONSUMERS ENJOY ALL OFFERS OF THE EQUINE VARIETY FROM MAGAZINES TO SADDLES. THEY REQUIRE SUPPLIES FOR THE FARM AND RANCH, INCLUDING TACK AND STALL SUPPLIES, FEED AND CLOTHING.

AN AVERAGE AGE OF 35-54 AND AN AVERAGE INCOME OF 50,000+ THEY PURCHASE ALL THINGS EQUESTRIAN.

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: FORMER SUBSCRIBERS TO THE GAITED HORSE MAGAZINE

SELECTIONS:	STATE, SCF, ZIP CODE	\$6.00/M
	ZIP SET UP FEE	\$50.00
	AGE/INCOME/GENDER	\$10.00/M
	CD ROM	\$50.00
	EMAIL/FTP DELIVERY	\$50.00

** USAGE **

EQUINE AFFAIRE SMARTPAK

GENDER: 60% FEMALE
40% MALE
CAN SELECT

ADDRESSING:
SEE BELOW

KEYING: \$2.50/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THRU: MAY 18
NEXT: DECEMBER 18

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