

**HITCHING POST SUPPLY**

23,814	12 MONTH BUYERS	\$95.00/M
13,311	13-24 MONTH BUYERS	\$85.00/M

HITCHING POST SUPPLY CARRIES A FULL LINE OF RUGGED BUCKAROO GEAR AND ITEMS INSPIRED BY THE "VAQUERO" - "THE ORIGINAL COWBOY".

GENDER 50% FEMALE  
CAN SELECT

FROM HORSE TACK AND SADDLES TO WESTERN CHAPS, BELTS AND HOLSTERS; FROM FINE WESTERN ART TO ENGRAVED SILVER AND HANDMADE JEWELRY AND CRAFTS, THIS CATALOG PROVIDES EQUINE ENTHUSIASTS AND COWBOYS THE "TOOLS OF TRADITION" IN CREATIVE AND DECORATIVE PRODUCTS FOR THEIR APPAREL, HOMES AND COUNTRY LIFESTYLES. THEY ALSO CARRY OVER 200+ TITLES OF COWBOY AND WESTERN MUSIC AND BOOKS.

ADDRESSING:  
SEE SELECTIONS

MINIMUM ORDER:  
5,000

WITH AN AVERAGE AGE OF 45 AND AN AVERAGE INCOME OF 60K, THESE DEDICATED HORSE OWNERS REQUIRE BARN AND FENCING SUPPLIES, EQUINE FEED AND HEALTH PRODUCTS, AND HORSE TRAILERS. THEY TRAVEL TO PARTICIPATE IN HORSE SHOWS, RODEOS, PARADES, TRAIL RIDES AND WESTERN REINACTMENTS.

SAMPLE REQUIRED

THRU: DECEMBER 17  
NEXT: JULY 18

THESE ARE TRUE COWBOYS AND COWGIRLS WITH EQUINE AND CATTLE RANCHES ACROSS THE HEART OF RURAL AMERICA.

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: DIRECT MAIL CATALOG  
WEB SITE: WWW.HITCHINGPOSTSUPPLY.COM

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
AGE, INCOME	\$10.00/M
HOUSEHOLD DEMOGRAPHICS	\$15.00/M
ZIP TAPE SET UP FEE	\$50.00
ELECTRONIC DELIVERY	\$50.00

\*\* USAGE \*\*

EQUINE AFFAIRE

WESTERN HORSEMAN

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