

**NATIONAL HORSE PEDDLER MAGAZINE**

9,675 FORMER SUBSCRIBERS

\$80.00/M

UNIT OF SALE:  
\$35.00 AVERAGE

NATIONAL HORSE PEDDLER WAS PUBLISHED FOR ALL BREEDS AND DISCIPLINES OF HORSES WHETHER THEY BE STOCK TYPE OR GAITED, PERFORMANCE OR PLEASURE, SPORT HORSE OR TRAIL, WESTERN OR ENGLISH, OR JUST A GOOD FAMILY HORSE. SUBSCRIBERS RECEIVED INFORMATION ON HORSE HEALTH CARE AND NEWS ON UPCOMING SHOWS AND EVENTS.

GENDER: 50/50  
CANNOT SELECTADDRESSING:  
SEE SELECTIONS

KEYING: \$2.00/M

THESE OWNERS AND BREEDERS, TRAINERS, RACING, SPORT AND SHOW PARTICIPANTS, SPEND THOUSANDS OF DOLLARS ON THEIR HORSES AND ON PRODUCTS TO PROVIDE THE BEST IN ANIMAL HEALTH CARE.

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

LIVING IN RURAL AND COUNTRY SETTINGS, THESE EQUINE ENTHUSIASTS PURCHASE STABLE, BARN AND FENCING SUPPLIES FOR THEIR FARMS AND RANCHES. MANY OWN RECREATIONAL VEHICLES FOR TRAVELLING TO SHOWS. THEY SPEND THEIR TIME AND DISCRETIONARY INCOME ON ART AND COLLECTIBLES WITH THE HORSE THEME FOR HOME AND OFFICE DECOR AND AS GIFTS.

THRU: OCTOBER 18  
NEXT: MAY 19

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

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ELECTRONIC DELIVERY	\$50.00

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