



## SADDLE HORSE REPORT

6,539 ACTIVE SUBSCRIBERS \$600.00

THE SADDLE HORSE REPORT IS THE MOST COMPLETE SOURCE OF PUBLISHED INFORMATION FOR THE AMERICAN SADDLEBRED, MORGAN HORSE AND HACKNEY PONY INDUSTRIES.

THESE EQUINE ENTHUSIASTS TRAVEL ACROSS THE COUNTRY TO COMPETE IN NATIONAL HORSE SHOWS. THEY ARE ALWAYS SEEKING HIGH QUALITY HORSE EQUIPMENT, TACK SUPPLIES, HORSE TRAILERS, HEALTH, NUTRITIONAL AND VETERINARY SUPPLIES, TRAVEL INFORMATION AND INSURANCE.

THROUGH BOOKS AND VIDEOS, THEY KEEP ABREAST OF NEW BREEDING AND TRAINING TECHNIQUES.

THESE CHAMPIONSHIP HORSE OWNERS, BREEDERS AND TRAINERS ARE AN AVERAGE AGE OF 50 WITH AN AVERAGE INCOME OF OVER \$74,000 ANNUALLY.

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: ACTIVE SUBSCRIBERS

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

GENDER:  
NOT SELECTABLE

ADDRESSING:  
SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THRU: MAY 17  
NEXT: DECEMBER 17

### USAGE

HORSE & RIDER

SMARTPAK

UNITED VET EQUINE

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