

**SHOW TIME!**

86,013	12 MONTH HORSE SHOW PARTICIP	\$80.00/M	UNIT OF SALE:
77,841	BUYERS	ADD \$15.00/M	\$120.00 AVERAGE
71,439	FEMALE PARTICIPANTS	ADD \$6.00/M	GENDER: 50/50
19,782	CHILD BY AGE/GENDER	ADD \$15.00/M	SELECTABLE
	6 MONTH HOTLINE	ADD \$15.00/M	
	3 MONTH HOTLINE	ADD \$20.00/M	
	1 MONTH HOTLINE	ADD \$25.00/M	
	EMAIL ADDRESSES	INQUIRE	
	NON-PROFIT RATE	\$75.00/M	ADDRESSING:
	PUBLISHER RATE	\$75.00/M	SEE SELECTIONS

THESE AVID EQUINE ENTHUSIASTS HAVE PARTICIPATED IN ORGANIZED HORSE SHOW EVENTS. MANY OF THESE AMATEUR SHOW PARTICIPANTS TRAVEL TO HORSE SHOWS ALL OVER THE COUNTRY. BREEDS REPRESENTED INCLUDE QUARTER HORSE, THOROUGHBRED, APPALOOSA, PAINT, ARABIAN, MORGAN AND POA.

KEYING: \$2.00/M  
MINIMUM ORDER: 5,000  
SAMPLE REQUIRED

HORSE SHOW PARTICIPANTS REQUIRE HUNDREDS OF DOLLARS OF SHOW APPAREL, RIDING TACK AND SPECIALIZED EQUIPMENT. MOST OWN THEIR OWN TRUCKS AND HORSE TRAILERS.

UPDATED MONTHLY

THE AVERAGE AGE RANGE IS 25-40 WITH AN AVERAGE HOUSEHOLD INCOME OF \$75,000. MOST OWN MORE THAN 2 HORSES AND LIVE IN RURAL AREAS WITH PASTURE LAND AND STABLE FACILITIES.

**ADDITIONAL SELECTIONS AT \$15/M INCLUDE:**

RV OWNERS= 39,801  
HORSE TRAILER= 71,611  
HORSE BARN= 68,043  
DOG OWNER= 65,227  
CAT OWNER= 33,124

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: HORSE SHOW ATTENDEES

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
HOUSEHOLD DEMOGRAPHICS	\$15.00/M
MAIL ORDER BUYERS	\$15.00/M
AGE	\$10.00/M
INCOME	\$10.00/M
CHILD BY AGE	\$15.00/M
ELECTRONIC DELIVERY	\$50.00

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**Midwest Direct Marketing, Inc.**

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SHOW TIME! (CONTINUED)

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

ACTIVE INTEREST MEDIA  
EQUESTRIAN PROMOTIONS

EQUINE AFFAIRE  
REEVES INT'L/BREYER HORSE

SCHNEIDER'S SADDLERY

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

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