

SHOW TIME!

84,997	12 MONTH HORSE SHOW PARTICIP	\$80.00/M	UNIT OF SALE:
75,122	BUYERS	ADD \$15.00/M	\$120.00 AVERAGE
69,711	FEMALE PARTICIPANTS	ADD \$6.00/M	GENDER: 50/50
18,536	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= 37,118
HORSE TRAILER= 68,409
HORSE BARN= 67,224
DOG OWNER= 61,767
CAT OWNER= 32,029

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
CHRONICLE OF THE HORSE

EQUESTRIAN PROMOTIONS
EQUINE AFFAIRE

REEVES INT'L/BREYER HORSE

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com

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