

SHOW TIME!

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|--------|------------------------------|---------------|------------------|
| 85,136 | 12 MONTH HORSE SHOW PARTICIP | \$80.00/M | UNIT OF SALE: |
| 75,497 | BUYERS | ADD \$15.00/M | \$120.00 AVERAGE |
| 69,943 | FEMALE PARTICIPANTS | ADD \$6.00/M | GENDER: 50/50 |
| 18,674 | 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= 37,129
HORSE TRAILER= 68,413
HORSE BARN= 67,798
DOG OWNER= 61,961
CAT OWNER= 32,042

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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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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