

## STATE LINE TACK

218,351	12 MONTH BUYERS	\$110.00/M	UNIT OF SALE:
93,991	6 MONTH BUYERS	\$115.00/M	\$100.00 AVERAGE
37,821	3 MONTH BUYERS	\$120.00/M	
20,457	12 MONTH INQUIRERS	\$85.00/M	GENDER: 60% FEMALE CAN SELECT

THE STATE LINE TACK CATALOG AND WEBSITE ARE THE DESTINATION FOR HORSE SUPPLIES AND HORSE TACK. THEY PROVIDE THE BEST ASSORTMENT OF QUALITY EQUINE PRODUCTS AND ACCESSORIES AT AN AFFORDABLE PRICE. AS A SOCIALLY CONSCIOUS COMPANY, THEY ALSO PROUDLY SPONSOR A DONATIONS PROGRAM TO HELP HORSES IN NEED AND PARTNER WITH SEVERAL NATIONAL AND LOCAL RESCUE AND ADOPTION FACILITIES.

ADDRESSING:  
EMAIL  
FTP

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THRU: DECEMBER 17  
NEXT: JULY 18

THE STATELINETACK.COM CUSTOMER VARIES FROM THE NOVICE HORSE OWNER TO THE COMPETITIVE VETERAN. WITH AN AVERAGE AGE OF 60 AND AN AVERAGE INCOME OF \$60,000, THESE EQUINE ENTHUSIASTS PARTICIPATE AT ALL DISCIPLINE AND EXPERIENCE LEVELS. FROM TRAIL RIDING, DRESSAGE, JUMPING AND EVENTING TO RODEO, CUTTING, BARREL RACING AND ROPING, THEY REQUIRE THE BEST IN QUALITY SADDLES, BRIDLES, HEAD GEAR AND TRAINING EQUIPMENT. THEY ALSO PURCHASE PICK-UP TRUCKS, TRAILERS AND INSURANCE FOR THEIR NATIONWIDE TRAVEL TO PARTICIPATE IN THESE EVENTS.

THESE HORSE OWNERS ALSO HAVE A NEED FOR FARM AND RANCH SUPPLIES FOR THEIR BARNS, FENCING AND STABLE EQUIPMENT. SEVERAL ARE BREEDERS, GROOMERS, AND TRAINERS THAT PURCHASE THE BEST IN FEED, SUPPLEMENTS AND VETERINARIAN SERVICES TO PROVIDE THE BEST IN HEALTH CARE AND ACCOMMODATIONS FOR THEIR BELOVED ANIMAL.

DUE TO THEIR DEVOTION AND DEDICATION TO THEIR EQUINE INTEREST, SEVERAL PURCHASE APPAREL, GIFTS AND DECORATE THEIR HOMES AND OFFICES WITH THE EQUINE THEME.

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS. 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: CATALOG AND INTERNET/ONLINE/WEBSITE

**CONTINUED ON NEXT PAGE**

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**STATE LINE TACK (continued)**

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
LIFESTYLE DEMOGRAPHICS	\$15.00/M
HOUSEHOLD DEMOGRAPHICS	\$10.00/M
EMAIL OR FTP	\$50.00

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

EQUESTRIAN PROMOTIONS      EQUINE AFFAIRE      REEVES INT'L/BREYER HORSE

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