

VALLEY VET SUPPLY CATALOG DATABASE

372,045 12 MONTH BUYERS MASTERFILE \$90.00/M
 236,030 6 MONTH HOTLINE BUYERS ADD \$5.00/M
 10,341 12 MO. REQUESTORS MASTERFILE \$85.00/M

UNIT OF SALE:
 \$125.00 AVERAGE

GENDER: 51% FEMALE
 CAN SELECT

NON-PROFIT & PUBLISHER RATE
 PLEASE INQUIRE

ADDRESSING:
 SEE SELECTIONS

VALLEY VET SUPPLY PUBLISHES THREE CATALOGS DEDICATED TO SERVING THE NEEDS OF FARM & RANCH, EQUINE, AND PET OWNERS. EACH CATALOG, THE FARM/RANCH EDITION, THE EQUINE EDITION AND THE PET EDITION, ARE MAILED 4-6 TIMES PER YEAR EACH TO OFFER BUYERS QUALITY PRODUCTS FOCUSED ON HELPING THEM MAINTAIN THEIR HORSE, FARM, PET AND LIVESTOCK NEEDS.

KEYING: \$2.00/M

MINIMUM ORDER:
 5,000

THESE BUYERS AVERAGE AGE RANGES FROM 30 TO 55 AND THEIR AVERAGE INCOME IS \$48,000. SIXTY PERCENT ARE MARRIED, HOMEOWNERS LIVING IN RURAL AND SUBURBAN AREAS.

SAMPLE REQUIRED

THRU: DECEMBER 17
 NEXT: JULY 18

THESE ACTIVE BUYERS ARE INTERESTED IN FENCING SUPPLIES, BARN AND STABLE NEEDS, VETERINARY SUPPLIES, APPAREL, COMPETITION AND TRAINING EQUIPMENT, BREEDING AND SHOWING, VIDEOS AND BOOKS, GARDENING, AND DO-IT-YOURSELF PROJECTS.

ADDITIONAL SELECTIONS AVAILABLE:

HOUSEHOLD DEMOGRAPHICS
 AGE
 INCOME

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 WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: DIRECT MAIL AND SPACE ADVERTISING

SELECTIONS: STATE, SCF, ZIP \$6.00/M
 DEMOGRAPHICS \$10.00/M
 ZIP TAPE SET UP FEE \$50.00
 GENDER \$6.00/M
 ELECTRONIC DELIVERY \$50.00

CONTACT LIST MANAGER EMAIL: 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