

**VALLEY VET SUPPLY CATALOG DATABASE**

326,822 12 MONTH BUYERS MASTERFILE \$90.00/M  
 230,117 6 MONTH HOTLINE BUYERS ADD \$5.00/M  
 8,908 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: OCTOBER 16  
 NEXT: MAY 17

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

\*\* USAGE \*\*

DULUTH TRADING CO. NORTHERN HYDRAULICS  
 ENGINEERING SERVICES PLOW & HEARTH

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