



VALLEY VET SUPPLY EQUINE CATALOG

146,392 12 MONTH CATALOG BUYERS \$105.00/M
 94,282 6 MONTH HOTLINE BUYERS +\$5.00/M
 4,904 12 MONTH REQUESTORS \$90.00/M

UNIT OF SALE:
 \$95.00 AVERAGE

GENDER: 59% FEMALE
 CAN SELECT

PUBLISHER/NON-PROFIT RATE
 PLEASE INQUIRE

ADDRESSING:
 SEE SELECTIONS

VETERINARY OWNED AND OPERATED, VALLEY VET SUPPLY HAS BEEN SERVING THE EQUINE INDUSTRY FOR OVER 18 YEARS; WELL KNOWN FOR FAST SHIPPING OF QUALITY ANIMAL HEALTH CARE PRODUCTS, TACK AND ACCESSORIES FOR HORSE AND RIDER.

KEYING: \$2.00/M

MINIMUM ORDER:
 5,000

THESE BUYERS, WITH MIDDLE TO UPPER INCOME LEVELS INCLUDE BEGINNING TO EXPERIENCED HORSE OWNERS AND PROFESSIONAL TRAINERS WHO SPEND MONEY TO TRAVEL TO SHOWS, COMPETITIVE EVENTS, RODEOS AND TRAIL RIDES. USUALLY THE ENTIRE FAMILY IS DEVOTED TO THIS EXPENSIVE HOBBY. MOST LIVE IN A RURAL SETTING WITH AN EMPHASIS ON A COUNTRY LIFESTYLE.

SAMPLE REQUIRED

THRU: MAY 17
 NEXT: DECEMBER 17

THIS MAIL ORDER CATALOG OFFERS WESTERN AND ENGLISH SADDLES AND TACK; EQUINE HEALTH SUPPLIES SUCH AS WORMER, VACCINES AND SUPPLEMENTS; APPAREL AND FOOTWEAR; SPORTS MEDICINE PRODUCTS; BLANKETS AND SHEETS; STABLE EQUIPMENT AND FENCING SYSTEMS; UNIQUE GIFTS AND T-SHIRTS WITH AN EQUINE AND WESTERN FLAVOR; TRAILERING SUPPLIES; HOW-TO BOOKS AND VIDEOS, GROOMING SUPPLIES, AND COMPUTER SOFTWARE FOR PROPER STABLE MANAGEMENT.

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

(CONTINUED ON NEXT PAGE)

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VALLEY VET SUPPLY EQUINE CATALOG (CONT'D)

SOURCE: DIRECT MAIL AND SPACE ADVERTISING

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
DEMOGRAPHICS	\$10.00/M
GENDER	\$6.00/M
DOLLAR AMOUNT \$25+	\$15.00/M
DOLLAR AMOUNT \$50+	\$25.00/M
DOLLAR AMOUNT \$100+	\$35.00/M
DOLLAR AMOUNT \$200+	\$50.00/M
ZIP TAPE SET UP FEE	\$50.00
ELECTRONIC DELIVERY	\$50.00

** USAGE **

ACTIVE INTEREST MEDIA	EARTH SUN MOON TRADING	MARKET DIRECTIONS
AIG INSURANCE	ENGINEERING SERVICES	RAMM FENCE
BIG DEE'S VET & TACK	EQUESTRIAN PROMOTIONS	REEVES INT'L
BIOLOGICAL FLY CONTROL	EQUINE AFFAIRE	SCHNEIDER'S SADDLE
CAL FARLEY'S	EQUUS MAGAZINE	WESTERN LIFESTYLES
CHRONICLE OF THE HORSE	HUMANE SOCIETY	

CONTACT LIST MANAGER EMAIL: dorothy@midwestdm.com