



VALLEY VET SUPPLY EQUINE CATALOG

148,938 12 MONTH CATALOG BUYERS \$105.00/M
 104,330 6 MONTH HOTLINE BUYERS +\$5.00/M
 4,763 12 MONTH REQUESTORS \$90.00/M

PUBLISHER/NON-PROFIT RATE
 PLEASE INQUIRE

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.

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.

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
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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)

UNIT OF SALE:
 \$95.00 AVERAGE

GENDER: 59% FEMALE
 CAN SELECT

ADDRESSING:
 SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:
 5,000

SAMPLE REQUIRED

THRU: OCTOBER 16
 NEXT: MAY 17

Midwest Direct Marketing, Inc.

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 Email: info@midwestdm.com

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	DIAMOND MKTG SOLUTIONS	HUMANE SOCIETY
AIG INSURANCE	DULUTH TRADING CO	MARKET DIRECTIONS
BIG DEE'S VET & TACK	EARTH SUN MOON TRADING	NORTHERN HYDRAULIC
BIOLOGICAL FLY CONTROL	ENGINEERING SERVICES	RAMM FENCE
CAL FARLEY'S	EQUESTRIAN PROMOTIONS	REEVES INT'L
CASTLETON RANCH	EQUINE AFFAIRE	SCHNEIDER'S SADDLE
CHRONICLE OF THE HORSE	EQUUS MAGAZINE	WESTERN LIFESTYLES
DAKOTA BOYS & GIRLS	FORWARD RESEARCH, INC.	

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