



APPALOOSA HORSE CLUB

02214

9,973	ACTIVE U.S. MEMBERS	\$100.00/M
13,565	FORMER U.S. MEMBERS	\$95.00/M

GENDER: 55% FEMALE
CAN SELECT

THE APPALOOSA HORSE CLUB (APHC) IS THE INTERNATIONAL BREED REGISTRY SERVING MEMBERS AND APPALOOSA ENTHUSIASTS. MEMBERS RECEIVE A COMPLEMENTARY SUBSCRIPTION TO THE APPALOOSA JOURNAL, AND NON-MEMBERS CAN SUBSCRIBE TO THIS MONTHLY MAGAZINE. THE JOURNAL IS THE AUTHORITATIVE, ASSOCIATION-BASED SOURCE FOR INFORMATION ABOUT THE APHC, THE BREED AND THE INDUSTRY.

ADDRESSING:
SEE SELECTIONS

KEYING: \$2.00/M

APHC MEMBERS AND SUBSCRIBERS SHOW AT REGIONAL, NATIONAL AND WORLD EVENTS. MOST HAVE OWNED APPALOOSAS FOR MORE THAN TEN YEARS. THESE EQUINE ENTHUSIASTS ARE DEVOTED TO CULTIVATING A BROADER MEMBERSHIP BASE AND INSTILL ENTHUSIASM FOR THIS UNIQUE BREED.

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THRU: DECEMBER 24
NEXT: JULY 25

THESE EQUINE LOVERS WITH UPPER INCOME STATUS ARE MOSTLY FEMALE AND REQUIRE ALL THINGS EQUINE TO PARTICIPATE IN EXHIBITIONS, SHOWS, TRAIL RIDES, AND OTHER EQUESTRIAN EVENTS. THEY SHOP FOR FENCING MATERIALS, BARN, TACK AND STABLE SUPPLIES, BOOKS AND VIDEOS ON EQUINE HEALTH AND CARE ISSUES, HORSE THEMED DECOR AND JEWELRY TO EXPRESS THEIR EQUINE PASSIONS, INSURANCE, COMPUTER SOFTWARE AND CREDIT.

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: ASSOCIATION MEMBERSHIP/SUBSCRIBERS

SELECTIONS: SCF, STATE, ZIP	\$6.00/M
GENDER	\$6.00/M
AGE	\$10.00/M
INCOME	\$10.00/M
ELECTRONIC DELIVERY	\$50.00/L

** USAGE **

ACTIVE INTEREST MEDIA	EQUUS	SMARTPAK
BIG DEE'S TACK & VET	SCHNEIDER'S SADDLERY	
DOVER SADDLERY		

CONTACT LIST MANAGER: Dorothy@midwestdm.com