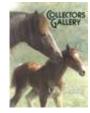
## COLLECTOR'S GALLERY EQUINE CATALOG



18,223 12 MONTH BUYERS/REQ. \$95.00/M

UNIT OF SALE: \$100.00 AVERAGE

CAN SELECT

SEE SELECTIONS

KEYING: \$2.00/M

SAMPLE REQUIRED

THRU: AUGUST 23

ADDRESSING:

5,000

COLLECTOR'S GALLERY IS THE PREMIER CATALOG FOR THE HORSE ENTHUSIAST. WHETHER THE INTEREST IS ENGLISH OR GENDER: 60% FEMALE WESTERN, THIS UNIQUE CATALOG OFFERS ITEMS FROM HOME AND OFFICE DECOR TO GARDEN ACCENTS.

THESE PROFESSIONAL AND AMATUER BUYERS, WHO LOVE TO RIDE, ARE ALWAYS LOOKING FOR QUALITY PRODUCTS TO BEST SUIT THEIR TACK, SADDLE, STABLE AND BARN EQUIPMENT NEEDS. PRODUCT SELECTION INCLUDES APPAREL, JEWELRY, FURNITURE, AS WELL AS FRAMED PRINTS AND MINIMUM ORDER: STATUES, MOST OF WHICH ARE SIGNED AND NUMBERED, MAKING THEM A VALUABLE EQUINE COLLECTIBLE.

WITH AN AVERAGE AGE OF 50 AND AVERAGE INCOME OF \$55,000 MANY SUBSCRIBE TO MAGAZINES AND PURCHASE EDUCATIONAL BOOKS AND VIDEOS TO TAKE THE BEST CARE NEXT: MARCH 24 OF THEIR ANIMALS.

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.

SOURCE: DIRECT MAIL

SELECTIONS: STATE, SCF, ZIP \$6.00/M ZIP FILE SET UP FEE \$50.00 GENDER \$6.00/M

ELECTRONIC DELIVERY \$50.00

CONTACT LIST MANAGER EMAIL: Dorothy@midwestdm.com