

**HORSE OWNERS EMAIL AND POSTAL**

564,937	12 MONTH HORSE OWNERS POSTAL	\$85.00/M
137,741	12 MONTH HORSE OWNERS EMAIL	\$150.00/M
379,122	12 MONTH PRODUCT BUYERS	ADD \$10.00/M
	6 MONTH HOTLINE	ADD \$10.00/M
	NON-PROFIT RATE	\$70.00/M
	FILE UPDATES QUARTERLY	

GENDER: 70% FEMALE  
CAN SELECT

THESE HORSE OWNERS HAVE A DEVOTED INTEREST IN HORSE OWNERSHIP AND RIDING. THEY UTILIZE SOCIAL NETWORKING SITES TO DISCUSS HORSE OWNERSHIP, RIDING, NEW TRAILS AND TIPS. THESE ARE HORSE LOVERS OF ALL DISCIPLINES FROM TRAIL RIDING TO BARREL RACING, FROM WESTERN TO ENGLISH AND FROM DRESSAGE TO RIDING FOR PLEASURE.

ADDRESSING:  
SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

WITH AN AVERAGE AGE OF 42 AND AN AVERAGE INCOME OF \$55,000, THESE EQUINE AFICIONADOS CENTER THEIR RECREATIONAL ACTIVITIES AND LIFESTYLE INTERESTS ALL AROUND THE EQUINE THEME.

SAMPLE REQUIRED

THRU: DECEMBER 23  
NEXT: JULY 24

THESE ACTIVE HORSE ENTHUSIASTS PURCHASE SADDLES AND TACK PRODUCTS FOR ALL EQUESTRIAN DISCIPLINES. THEY PURCHASE THE HIGHEST QUALITY HEALTH SUPPLIES, VACCINES AND SUPPLEMENTS; APPAREL AND FOOTWEAR; BARN AND STABLE SUPPLIES AND EQUIPMENT; FENCING SYSTEMS; TRAILERS AND TRAVEL SUPPLIES; GROOMING AND SPECIAL ITEMS FOR SHOW COMPETITIONS; HOW-TO VIDEOS AND BOOKS ON ALL THE LATEST TRENDS IN THE EQUINE INDUSTRY.

SOURCE: RIDING CLUBS, HORSE SHOWS, EVENT REGISTRATIONS

SELECTIONS:	6 MONTH HOTLINE	\$10.00/M
	STATE, SCF, ZIP CODE	\$6.00/M
	GENDER	\$6.00/M
	AGE OR INCOME	\$10.00/M
	EQUINE PROFESSIONALS	\$10.00/M
	NUMBER OF HORSES	\$15.00/M
	BREED OF HORSE	\$15.00/M
	ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: [scott@midwestdm.com](mailto:scott@midwestdm.com)

