



06192

**ALPHA MARE**

4,672 EQUINE OWNERS

\$425.00

UNIT OF SALE:  
\$50.00 AVERAGE

THESE "ALPHA" HORSE OWNERS PARTICIPATE IN EQUINE ACTIVITIES ON A DEDICATED LEVEL. THEY PARTICIPATE IN ALL TYPES OF PROFESSIONAL SHOWS, RODEOS, CLINICS AND BREEDING PROGRAMS.

GENDER: 55% FEMALE  
CANNOT SELECT

WITH AN AVERAGE INCOME OF \$65,000 AND AN AVERAGE AGE OF 50, THESE UPSCALE HORSE OWNERS PURCHASED FARM, BARN AND STABLE SUPPLIES, EQUINE FEED, SUPPLEMENTS, HEALTH AND VETERINARY CARE, TACK, RIDING APPAREL AND ACCESSORIES. THEY TRAVEL OFTEN WITH THEIR BELOVED HORSES WHICH REQUIRES RELIABLE TRUCKS AND TRAILERS.

ADDRESSING:  
SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

THESE EDUCATED EQUINE AFICIONADOS ALSO PURCHASE BOOKS, VIDEOS AND INSTRUCTIONAL MEDIA TO STAY ABREAST OF THE LATEST TRENDS IN BREEDING, GROOMING AND HEALTH CARE AND TACK SUPPLIES.

SAMPLE REQUIRED

THRU: APRIL 20  
NEXT: DECEMBER 20

THESE HORSE OWNERS' PARTICIPATION LEVEL IS MORE THAN JUST A HOBBY FOR THEM. THE DECOR OF THEIR HOMES, OFFICES AND APPAREL, AS WELL AS THEIR RECREATIONAL TIME, IS ALL CENTERED AROUND THEIR LOVE OF HORSES.

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: FARM STORE BUYERS, TRADE SHOW ATTENDEES,  
EQUINE CLINICS AND BUSINESS OWNERS

SELECTIONS: STATE, SCF, ZIP \$6.00/M  
ELECTRONIC DELIVERY \$50.00

\*\*\*USAGE\*\*\*

SMARTPAK

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