

**ARABIAN HORSE TIMES**

6,097 ACTIVE SUBSCRIBERS \$550.00

UNIT OF SALE:  
\$40.00 ANNUAL

ARABIAN HORSE TIMES IS THE INDUSTRY LEADING MONTHLY PUBLICATION DEDICATED TO THE ARABIAN HORSE AND ITS ENTHUSIASTS. FROM IN-DEPTH EDITORIAL CONTENT FROM ACROSS THE GLOBE TO COVERAGE OF NATIONAL AND INTERNATIONAL BREEDING PROGRAMS AND HORSE SHOWS, THIS MAGAZINE IS THE ARABIAN HORSE OWNER'S CONNECTION TO THE ARABIAN INDUSTRY.

GENDER: 87% FEMALE  
CAN SELECT

THIS HIGHER INCOME AUDIENCE IS MOSTLY FEMALE BETWEEN THE AGES OF 31 AND 60 AND WELL EDUCATED. 95% OWN ARABIAN HORSES; 20% OWN LARGE ARABIAN HORSE FARM OPERATIONS; 57% ARE AMATEUR COMPETITORS AT THE REGIONAL OR NATIONAL LEVEL; AND 46% OWN MORE THAN ONE HOME.

MINIMUM ORDER:  
5,000

THESE DEDICATED EQUINE ENTHUSIASTS TRAVEL NATIONALLY TO COMPETE IN SHOWS AND TRAIL RIDES, TO VISIT BREEDING FACILITIES AND FOR TRAINING SESSIONS AND CLINICS. WHETHER RIDING ENGLISH OR WESTERN, AMATEUR OR NOVICE, WHETHER THEY ARE A BREEDER, TRAINER OR OWNER, THESE SUBSCRIBERS SPARE NO EXPENSE ON THEIR PASSION BY PURCHASING THE VERY BEST IN TACK AND SADDLE EQUIPMENT, HORSE TRAILERS, SHOW APPAREL AND VETERINARY HEALTH CARE FOR THEIR BEAUTIFUL PERFORMANCE HORSES.

SAMPLE REQUIRED

THRU: NOVEMBER 19  
NEXT: MAY 20

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 AND INTERNET

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

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

ACTIVE INTEREST MEDIA	EQUUS	SMARTPAK
ARABIAN RESCUE MISSION	SCHNEIDER'S SADDLERY	

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