



**BIG DEE'S TACK & VET SUPPLIES**

1295

87,190	12 MONTH BUYERS	\$95.00/M
86,090	HORSE PRODUCT BUYERS	+\$10.00/M
23,214	DOG PRODUCT BUYERS	+\$10.00/M
51,970	6 MONTH BUYERS	+ \$5.00/M
27,448	3 MONTH BUYERS	+\$10.00/M
3,693	12 MONTH REQUESTORS	\$90.00/M

HORSE PRODUCT BUYERS  
 12 MONTH = 86,090  
 6 MONTH = 51,477  
 3 MONTH = 27,160

DOG PRODUCT BUYERS  
 12 MONTH = 23,214  
 6 MONTH = 14,911  
 3 MONTH = 8,686

GENDER: 58% FEMALE  
 CAN SELECT

WHETHER YOU ARE SHOPPING FOR THE HUMAN OR THE HORSE, BIG DEE'S TACK & VET SUPPLY CATALOG OFFERS QUALITY PRODUCTS, OUTSTANDING PRICING AND EXCEPTIONAL SERVICE FOR ALL OF YOUR EQUESTRIAN NEEDS.

ADDRESSING:  
 SEE SELECTIONS

THESE SAVVY HORSE ENTHUSIASTS, WITH AN AVERAGE HOUSEHOLD INCOME OF \$70K AND AN AVERAGE AGE OF 50, ARE DEDICATED RIDERS WHO PURCHASE AN EXTENSIVE RANGE OF PRODUCTS FROM PERSONALIZED APPAREL, GIFTS AND HOME DECOR TO HORSE SUPPLEMENTS, BARN AND STABLE SUPPLIES, TACK, AND WESTERN & ENGLISH SADDLES.

KEYING: \$2.00/M

MINIMUM ORDER:  
 5,000

SAMPLE REQUIRED

MANY OF THESE EQUINE ENTHUSIASTS ARE PROFESSIONAL RIDERS WHO TRAVEL TO PARTICIPATE IN SHOWS, RODEOS, TRAIL RIDES AND COMPETITIVE EVENTS. THEREFORE, TRUCKS AND TRAILERS ARE A MUST FOR THEIR FREQUENT ROAD TRIPS.

THRU: SEPTEMBER 18  
 NEXT: APRIL 19

THESE BUYERS STAY CURRENT WITH NEW TRAINING, BREEDING AND CARE TECHNIQUES AND NEW PRODUCTS THROUGH BOOKS, VIDEOS AND PERIODICALS.

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.

**CONTINUED ON NEXT PAGE**

**BIG DEE'S TACK & VET SUPPLIES (CONTINUED)**

SOURCE: MAIL ORDER AND INTERNET

SELECTIONS: STATE, SCF, ZIP CODE	\$6.00/M
GENDER	\$6.00/M
AGE	\$10.00/M
INCOME	\$10.00/M
PRESENCE OF CHILDREN	\$10.00/M
DEMOGRAPHICS	\$10.00/M
TELEPHONE	\$35.00/M
CREDIT CARD PRESENT	\$10.00/M
ELECTRONIC DELIVERY	\$50.00

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

CHRONICLE OF THE HORSE	HEARTLAND VET SUPPLY
EQUESTRIAN PROMOTIONS	SMARTPAK

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