

EQUINE AFFAIRE

24,341	EXPO ATTENDEES & INQUIRERS	\$95.00/M	UNIT OF SALE:
16,929	12 MONTH ATTENDEES	\$105.00/M	\$50.00 AVERAGE
	NON-PROFIT RATE	\$85.00/M	

GENDER:

CAN SELECT

EQUINE AFFAIRE HAS BEEN PRODUCED SINCE 1994 AND IS RECOGNIZED AS NORTH AMERICA'S PREMIERE EQUINE EXPOSITION AND EQUESTRIAN GATHERING. EVENTS PRESENTED ANNUALLY ARE ATTENDED BY AVID HORSE ENTHUSIASTS FROM THROUGHOUT THE UNITED STATES AND BEYOND. EACH EQUINE AFFAIRE FEATURES AN EXCEPTIONAL EDUCATIONAL PROGRAM OF CLINICS, DEMOS, AND SEMINARS ON ALL MAJOR EQUESTRIAN SPORTS AND A FULL RANGE OF HORSE TRAINING/MANAGEMENT TOPICS; THE LARGEST HORSE-RELATED TRADE SHOWS IN THE NATION; A BREED PAVILION SHOWCASING DOZENS OF BREEDS OF HORSES; HORSE & FARM EXHIBITS; STALLIONS AND HORSES FOR SALE; THE VERSATILE HORSE & RIDER COMPETITION; AND THE FANTASIA, EQUINE AFFAIRE'S MUSICAL CELEBRATION OF THE HORSE.

ADDRESSING:

MAG TAPE

P/S LABELS

4-UP CHESHIRE

KEYING: \$2.00/M

MINIMUM ORDER:

5,000

SAMPLE REQUIRED

THRU: AUGUST 18

NEXT: MARCH 19

ADDITIONAL SELECTIONS AVAILABLE AT \$10/M:

NUMBER OF HORSES OWNED

RIDING DISCIPLINE

EXPOSITION ATTENDED (OHIO OR MASSACHUSETTS)

SURVEYS INDICATE THAT 88% OF ATTENDEES ARE FEMALE, 30% OWN ONE HORSE AND 58% OWN TWO OR MORE. AS HORSE OWNERS THEY ARE INTERESTED IN ALL EQUESTRIAN PRODUCTS FROM TACK, RIDING APPAREL, TRAINING EQUIPMENT, HORSE TRAILERS, FEED, FENCING, ARENA FOOTING, BARNS, FARM & STABLE EQUIPMENT AND EQUINE HEALTH PRODUCTS TO EQUESTRIAN ART, DECOR, JEWELRY, VIDEOS/BOOKS, EQUINE INSURANCE AND RIDING VACATIONS.

EQUINE AFFAIRE ATTENDEES REPRESENT ALL BREEDS OF HORSES FROM MINIATURES TO DRAFTS, STOCK HORSES TO SPORT HORSES AND GAITED HORSES TO MULES. THEY ARE INVOLVED IN ALL EQUESTRIAN DISCIPLINES FROM JUMPING, DRESSAGE, EVENTING, ENGLISH PLEASURE, POLO AND DRIVING TO REINING, CUTTING, CONTESTING, PENNING/SORTING, TRAIL COMPETITION, WESTERN DRESSAGE, MOUNTED SHOOTING, SIDESADDLE, DISTANCE COMPETITION, AND TRAIL RIDING. THEY REPRESENT THE FULL SPECTRUM OF RIDERS FROM PLEASURE HORSE OWNERS TO EQUINE PROFESSIONALS.

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Midwest Direct Marketing, Inc.

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EQUINE AFFAIRE (Continued)

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: EXPO SHOW ATTENDEES

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
HOUSEHOLD DEMOGRAPHICS	\$10.00/M
ELECTRONIC DELIVERY	\$50.00

USAGE

DOVER SADDLERY	SCHNEIDER'S SADDLERY
NATIONAL ROPERS SUPPLY	SPRINGTIME, INC
REEVES INT'L/BREYER HORSE	THOROUGHBRED RETIREMENT FNDTN

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