

EQUINE ANIMAL HEALTH CERTIFICATIONS

430,655	MASTERFILE	\$110.00/M	
134,216	0-12 MONTH REGISTRATIONS	\$120.00/M	UNIT OF SALE:
88,537	0- 6 MONTH RECENCY	+\$15.00/M	\$95.00 AVERAGE
118,016	13-24 MONTH RECENCY	\$100.00/M	
	HORSE BREED	+\$20.00/M	GENDER: 70% FEMALE
	NUMBER OF HORSES	+\$20.00/M	CAN SELECT
	NON-PROFIT RATE	\$85.00/M	
	MAGAZINE/PUBLISHER	\$100.00/M	
	PHARMACEUTICAL/CONTROLLED CIRC	\$250.00/M	

HORSE OWNERS, BREEDERS AND PROFESSIONALS ACROSS THE NATION HAVE USED THIS ANIMAL HEALTH REGISTRY SINCE 1999 TO PROVIDE VETERINARIANS, ANIMAL HEALTH AUTHORITIES AND HORSE OWNERS TEST RESULTS AND DOCUMENTATION TO ALLOW LEGAL TRANSPORT OF THEIR HORSES BOTH INTERSTATE AND INTRA-STATE.

THESE ENTHUSIASTIC HORSE OWNERS AND PROFESSIONALS CERTIFY AND DOCUMENT THEIR HORSES FOR TRANSPORT TO HORSE SHOWS, RACES, SALE EVENTS, RODEO'S AND BOARDING STABLES AS WELL AS TRAINING FACILITIES AND EQUESTRIAN EVENTS NATIONWIDE.

MINIMUM: 5,000

SAMPLE REQUIRED

THRU: JANUARY 21

NEXT: NOVEMBER 21

AMATEUR, NOVICE AND PROFESSIONAL HORSE OWNERS ARE REQUIRED TO PROVIDE VETERINARIAN CERTIFIED COGGINS TEST RESULTS BEFORE TRANSPORT IS LEGALLY APPROVED BY MOST STATES AND ANIMAL HEALTH AUTHORITIES.

THESE EQUINE ENTHUSIASTS COVER THE ENTIRE BREED AND EQUINE DISCIPLINE SPECTRUM INCLUDING WESTERN, ENGLISH, TRAIL RIDING, SPORT HORSE COMPETITION AND RACING. THEY REQUIRE SADDLES AND TACK, EQUINE HEALTH SUPPLIES, WORMER, VACCINES AND SUPPLEMENTS, BOOTS AND APPAREL AS WELL AS STABLE EQUIPMENT AND EQUINE FENCING SYSTEMS. THEY ALSO ROUTINELY PURCHASE EQUINE RELATED GIFTS, TRAILERS, HOW-TO BOOKS AND VIDEOS AND GROOMING SUPPLIES.

ADDITIONAL SELECTIONS AVAILABLE:

HORSE BREED	NUMBER OF HORSES	DONORS BY TYPE
HOUSEHOLD DEMOGRAPHICS	AGE OR INCOME	GENDER
CHILDREN	MOB/SUBSCRIBER	HOME VALUE
HUNTING/GUNS	GARDENING	CRAFTS

BREEDS AVAILABLE @ \$20/M

PAINT HORSE = 44,923	QUARTER HORSE = 176,875
OTHER BREEDS = 183,922	ARABIAN = 28,005
THOROUGHBRED = 43,872	WARMBLOOD = 12,675
MORGAN = 4,953	SADDLEBRED = 9,222
APPALOOSA = 15,756	STANDARD BRED = 3,319
PONY = 11,744	SPORT HORSE = 986
TENNESSEE WALKING HORSE = 15,717	

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EQUINE ANIMAL HEALTH CERTIFICATIONS (CONTINUED)

NUMBER OF HORSES AVAILABLE @ \$20/M

1 TO 5 = 388,623 6 TO 10 = 72,852
11 TO 15 = 6,708 16+ HORSES = 5,272

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: 100% DIRECT REGISTRATION FOR SERVICES

SELECTIONS: STATE, SCF, ZIP \$6.00/M
 HOUSEHOLD DEMOGRAPHICS \$10.00/M
 BREED OF HORSE(S) \$20.00/M
 NUMBER OF HORSES \$20.00/M
 AGE, INCOME, SEX, LOR, DONORS \$10.00/M
 MAIL ORDER BUYERS \$10.00/M
 TELEPHONE NUMBERS \$30.00/M
 ELECTRONIC DELIVERY \$50.00

CONTACT LIST MANAGER: scott@midwestdm.com

**** USAGE ****

EQUINE AFFAIRE QUAD GRAPHICS MEDIA SPALDING LABS
KENTUCKY EQUINE RESEARCH REEVES INT'L/BREYER HORSE US FARM DATA
PET MED EXPRESS SMARTPAK

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com