

EQUINE ANIMAL HEALTH CERTIFICATIONS

165,231	0-12 MONTH REGISTRATIONS	\$120.00/M	UNIT OF SALE:
76,622	0- 6 MONTH RECENCY	+\$15.00/M	\$95.00 AVERAGE
125,613	13-24 MONTH RECENCY	\$100.00/M	
39,186	25-36 MONTH RECENCY	\$90.00/M	GENDER: SELECTABLE
407,969	37+ MONTH RECENCY	\$85.00/M	
	HORSE BREED	+\$20.00/M	
	NUMBER OF HORSES	+\$20.00/M	
	NON-PROFIT RATE	\$85.00/M	
	MAGAZINE/PUBLISHER	\$100.00/M	
	PHARMACEUTICAL/CONTROLLED CIRC	\$250.00/M	
	EMAIL ADDRESSES - INQUIRE		

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: JUNE 19

NEXT: JANUARY 20

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 = 45,399	QUARTER HORSE = 167,746
OTHER BREEDS = 140,596	ARABIAN = 25,598
THOROUGHBRED = 45,474	WARMBLOOD = 14,569
MORGAN = 4,731	SADDLEBRED = 9,179
APPALOOSA = 15,229	STANDARD BRED = 3,436
PONY = 11,619	SPORT HORSE = 937
TENNESSEE WALKING HORSE = 14,309	

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Midwest Direct Marketing, Inc.
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EQUINE ANIMAL HEALTH CERTIFICATIONS (CONTINUED)

NUMBER OF HORSES AVAILABLE @ \$20/M

1 TO 5 = 377,986 6 TO 10 = 71,004
11 TO 15 = 6,389 16+ HORSES = 4,782

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 ****

DOVER SADDLERY	QUAD GRAPHICS MEDIA	SPRINGTIME, INC
EQUESTRIAN PROMOTIONS	REEVES INT'L/BREYER HORSE	US FARM DATA
EQUINE AFFAIRE	SCHNEIDER'S SADDLERY	VALLEY VET SUPPLY
EQUINE TECH SYSTEMS	SMARTPAK	
KENTUCKY EQUINE RESEARCH	SPALDING LABS	

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