

**EQUINE ENTHUSIASTS DATABASE**

123,869 EQUINE ENTHUSIASTS \$75.00/M  
 6 MONTH HOTLINE ADD \$5.00/M  
 3 MONTH HOTLINE ADD \$10.00/M  
 1 MONTH HOTLINE ADD \$15.00/M  
 EMAIL ADDRESSES - INQUIRE

THIS EQUINE DATABASE IS COMPRISED OF HORSE SHOW  
 CONTESTANTS, JUDGES, SPONSORS, BREEDERS, TRAINERS  
 AND TACK STORE OWNER/OPERATORS. THESE EQUINE  
 ENTHUSIASTS DONATE TO ANIMAL WELFARE CAUSES AND  
 SUBSCRIBE TO A VARIETY OF EQUINE PUBLICATIONS.

GENDER: 50/50  
 CANNOT SELECT

ADDRESSING:  
 SEE SELECTIONS

WHETHER THEIR LOVE OF THE EQUINE INDUSTRY IS  
 BUSINESS OR PLEASURE, THESE HORSE LOVERS ARE  
 ACTIVELY SEEKING OFFERS OF TACK, HORSE HEALTH  
 CARE PRODUCTS, TRAINING BOOKS, VIDEOS AND VACATION  
 OFFERS SURROUNDING THEIR FAVORITE HORSE SHOW  
 DESTINATIONS.

KEYING: 2.00/M

MINIMUM ORDER:  
 5,000

WITH AN AVERAGE INCOME OF \$65,000 AND AN AVERAGE AGE  
 OF 50, MANY OF THESE EQUINE ENTHUSIASTS COLLECT  
 EQUINE ART FOR HOME AND OFFICE.

SAMPLE REQUIRED

UPDATED MONTHLY

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: PUBLICATION SUBSCRIBERS, SHOW ATTENDEES  
 BREED REGISTRIES

SELECTIONS: STATE, SCF, ZIP \$6.00/M  
 AGE \$10.00/M  
 INCOME \$10.00/M  
 DEMOGRAPHICS \$10.00/M  
 TELEPHONES \$30.00/M  
 ELECTRONIC DELIVERY \$50.00

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

EQUINE AFFAIRE

HORSE WORLD EXPO

QUAD GRAPHICS

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