

EQUINE ENTHUSIASTS DATABASE

118,498	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

CONTACT LIST MANAGER EMAIL: Scott@midwestdm.com