

EQUINE ENTHUSIASTS DATABASE

117,408 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

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