


**FARRIERS' GREETING CARDS/HOOFPRINTS.COM**

75,153	12 MONTH BUYERS & INQUIRERS	\$100.00/M	UNIT OF SALE:
42,034	12 MO HORSE PRODUCT BUYERS	+ \$10.00/M	65.00 AVERAGE
29,002	12 MO FARRIERS	+ \$10.00/M	
8,361	12 MO DOG PRODUCT BUYERS	+ \$10.00/M	GENDER: 60% FEMALE CAN SELECT

FARRIERS' GREETING CARD/HOOFPRINTS.COM OFFERS ITEMS FOR THE PROFESSIONAL FARRIER AND GENERAL HORSE LOVER. PRODUCTS INCLUDING CARDS, GIFT WRAP, COLLECTIBLE ART, APPAREL AND CHILDREN'S ITEMS FOR ALL HOLIDAY AND SPECIAL OCCASIONS IN THE LIFE OF A HORSE LOVER. AND NOW, BUYERS OF LITHOGRAPHS, ETCHINGS AND LIMITED EDITION PRINTS FROM SOME OF THE FINEST ARTISTS IN THE WORLD ARE AVAILABLE.

ADDRESSING:  
SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

THESE EQUINE ENTHUSIASTS ENJOY BOTH WESTERN AND ENGLISH DISCIPLINES. FROM RUSTIC, RURAL FARM AND WHIMSICAL PADDOCK PLAYTIME SCENES TO LIMITED EDITION DOG PRINTS, THESE HORSE AND DOG LOVERS PURCHASE QUALITY MERCHANDISE AND ARTWORK FOR THEIR HOMES, BARN AND OFFICE.

SAMPLE REQUIRED

THRU: DECEMBER 24  
NEXT: JULY 25

THESE BUYERS HAVE AN AVERAGE INCOME OF \$74,000 AND AN AVERAGE AGE RANGE OF 45-54. THESE HORSE AND DOG OWNERS, WITH THEIR UPSCALE INCOME AND RURAL LIFESTYLE, GENERATE INTEREST IN HORSE SHOWS AND TRAIL RIDES, BREEDING, TRAINING BOOKS AND VIDEOS, VETERINARY CARE, BARN, FENCING AND STABLE EQUIPMENT, A WIDE VARIETY OF GIFTS, APPAREL AND PET CARE PRODUCTS FOR THEIR SPECIFIC BREED OF INTEREST.

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: CATALOG BUYERS, INTERNET BUYERS  
CATALOG REQUESTORS

SELECTIONS:	STATE, SCF, ZIP	\$6.00/M
	ZIP TAPE SET UP FEE	\$50.00
	ELECTRONIC DELIVERY	\$50.00

\*\* USAGE \*\*

EQUESTRIAN PROMOTIONS  
EQUINE AFFAIRE  
REEVES INT'L/BREYER HORSE

CONTACT LIST MANAGER EMAIL: [Dorothy@midwestdm.com](mailto:Dorothy@midwestdm.com)