

**PREMIER HUNTER JUMPER**

62,799	12 MONTH UNIVERSE	\$110.00/M
7,446	ACTIVE U.S. SUBSCRIBERS	+\$15.00/M
30,021	PROGRAM & SHOW PARTICIPANTS	+\$10.00/M
28,076	PRODUCT BUYERS	+\$15.00/M
29,431	STABLE OWNERS	\$95.00/M

REACH AMERICA'S TOP PERFORMERS, PROSPECTS AND STABLE OWNERS IN HUNTER/JUMPER AND ENGLISH RIDING DISCIPLINES.

THESE SHOW PARTICIPANTS, TRAINERS, BREEDERS AND EQUINE INDUSTRY PROFESSIONALS COMPETE ACROSS AMERICA PRIMARILY IN USHJA, USEF AND ISHA SANCTIONED EVENTS. MANY ARE PAID SUBSCRIBERS TO A LEADING HUNTER JUMPER MAGAZINE.

EVENT PARTICIPANTS ARE WELL EDUCATED, HAVE A HIGHLY DISPOSABLE INCOME, AND A PURE PASSION FOR EVERYTHING EQUINE. ALL COMPETITORS IN RATED HORSE SHOW EVENTS ARE ALSO MEMBERS OF THE UNITED STATES EQUESTRIAN FEDERATION (USEF).

THESE EQUINE LOVERS WITH UPPER INCOME STATUS LOVE TO TRAVEL AND REQUIRE ALL THINGS EQUINE TO PARTICIPATE IN EXHIBITIONS, SHOWS, TRAIL RIDES, AND OTHER EQUESTRIAN EVENTS. THEY SHOP FOR FENCING MATERIALS, BARN, TACK AND STABLE SUPPLIES, BOOKS AND VIDEOS ON EQUINE HEALTH AND CARE ISSUES, HORSE THEMED DÉCOR AND JEWELRY TO EXPRESS THEIR EQUINE PASSIONS, INSURANCE, COMPUTER SOFTWARE AND CREDIT.

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: SUBSCRIBERS/PARTICIPANTS/ENTRANTS

SELECTIONS: SCF, STATE, ZIP	\$6.00/M
GENDER	\$6.00/M
AGE	\$10.00/M
INCOME	\$10.00/M
DONORS	\$10.00/M
ELECTRONIC DELIVERY	\$50.00/L

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

ACTIVE INTEREST MEDIA  
CHRONICLE OF THE HORSE  
EQUINE AFFAIRE

HORSE EDUCATION CO.  
SCHNEIDER'S SADDLERY  
SMARTPAK

SPRINGTIME, INC

GENDER: 79% FEMALE  
CAN SELECT

ADDRESSING:  
SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THRU: JANUARY 19  
NEXT: AUGUST 19

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

