

**SCHNEIDERS SADDLERY**

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| 89,699 | 12 MONTH BUYERS | \$120.00/M | UNIT OF SALE: |
| 57,231 | 6 MONTH HOTLINE ADD | \$10.00/M | \$75.00 AVERAGE |
| 38,784 | 3 MONTH HOTLINE ADD | \$20.00/M | |
| 8,043 | CATALOG REQUESTORS | \$100.00/M | GENDER: 75% FEMALE CAN SELECT |

FROM LEAD LINE TO WORLD CHAMPION CLASSES, FROM THE BARN TO THE TRAIL, SCHNEIDERS SADDLERY HAS SATISFIED MILLIONS OF CUSTOMERS WORLDWIDE BY PROVIDING THE LARGEST AND MOST UP-TO-DATE SELECTION OF PRODUCTS DESIGNED FOR ALL HORSE RIDING NEEDS.

WITH THEIR RURAL COUNTRY LIFESTYLES, THESE EQUINE ENTHUSIASTS, WITH AN AVERAGE AGE OF 50 AND AN AVERAGE HOUSEHOLD INCOME OF \$70,000, ROUTINELY PURCHASE "DO-IT-YOURSELF" PRODUCTS, TOOLS, GARDENING AND ESTATE EQUIPMENT, PET RELATED ITEMS, AND EQUINE AND FARM & RANCH THEMED DECOR ITEMS.

THESE AVID RIDERS PURCHASE STALL AND BARN ITEMS, APPAREL, SADDLES, BRIDLES AND TACK ITEMS FOR BOTH WESTERN AND ENGLISH DISCIPLINES.

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.
ALL ORDERS CANCELLED AFTER THE MAILDATE 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 CHARGE.

SOURCE: CATALOG BUYERS AND REQUESTORS

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| SELECTIONS: STATE, SCF, ZIP CODES | \$6.00/M |
| ZIP TAPE SET UP FEE | \$50.00 |
| GENDER | \$6.00/M |
| DEMOGRAPHICS | \$10.00/M |
| DOLLAR AMOUNT \$30+ | \$15.00/M |
| DOLLAR AMOUNT \$50+ | \$25.00/M |
| DOLLAR AMOUNT 100+ | \$35.00/M |
| ELECTRONIC DELIVERY | \$50.00 |

** USAGE **

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| ACTIVE INTEREST MEDIA | EQUESTRIAN PROMOTIONS | US EQUESTRIAN TEAM |
| EQUINE AFFAIRE | EQUUS MAGAZINE | |

CONTACT LIST MANAGER EMAIL: Dorothy@midwestdm.com