

**STAGECOACH WEST HORSE PRODUCTS**

61,098 TOTAL BUYERS & REQUESTORS \$95.00/M  
 16,674 12 MONTH BUYERS \$105.00/M

UNIT OF SALE:  
 \$153.00 AVERAGE

STAGECOACH WEST OFFERS PRODUCTS FROM WESTERN APPAREL TO EQUINE SUPPLIES. FOR OVER 30 YEARS, THEY HAVE OFFERED EXCEPTIONAL SERVICE, OUTSTANDING PRICING AND QUALITY PRODUCTS.

GENDER: 55% FEMALE  
 CAN SELECT

THESE HORSE OWNERS PURCHASE PRODUCTS NEEDED FOR THEIR HORSE, TRAIL RIDING, WESTERN AND ENGLISH DISCIPLINES. THEY PURCHASE RIDING APPAREL FOR ADULTS AND CHILDREN, TACK AND SADDLES FOR ALL RIDING INTERESTS ALONG WITH TRAIL RIDING EQUIPMENT, BARN SUPPLIES, MINIATURE HORSE AND DRAFT HORSE ITEMS. THEY NEED HORSE HEALTH PRODUCTS SUCH AS DEWORMERS, WOUND CARE, SUPPLEMENTS AND FLY CONTROL. MANY DECORATE THEIR HOMES AND OFFICES WITH EQUINE THEMED GIFTS AND DECOR.

ADDRESSING:  
 SEE SELECTIONS  
 BELOW

KEYING: \$2.00/M

MINIMUM ORDER:  
 5,000

SAMPLE REQUIRED

THRU: SEPTEMBER 20  
 NEXT: APRIL 21

WITH AN AVERAGE INCOME OF \$50K AND AN AVERAGE AGE OF 55, THESE BUYERS RIDE WESTERN, ENGLISH, DRESSAGE AND TRAIL RIDE. TRUCKS AND TRAILERS ARE A MUST FOR FREQUENT TRAVEL TO EQUINE COMPETITIONS AND PLEASURE EVENTS. BUYERS KEEP CURRENT WITH THE EQUINE WORLD INCLUDING NEW TRAINING TECHNIQUES, PRODUCTS AND HORSE HEALTH DEVELOPMENTS THROUGH PERIODICALS, VIDEOS AND BOOKS.

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: MAIL ORDER AND INTERNET

SELECTIONS: STATE, SCF, ZIP CODE	\$6.00/M
HORSE OWNER	\$10.00/M
GENDER	\$6.00/M
AGE	\$10.00/M
INCOME	\$10.00/M
CHILD PRESENT	\$10.00/M
ELECTRONIC DELIVERY	\$50.00

\*\* USAGE \*\*

EQUINE AFFAIRE                      SMARTPAK                      WESTERN HORSEMAN

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