

THOROUGHBRED HORSE OWNERS

45,685	THOROUGHBRED HORSE OWNERS	\$120.00/M	UNIT OF SALE:
	NON-PROFIT RATE	\$85.00/M	\$95.00 AVERAGE
	MAGAZINE/PUBLISHER	\$100.00/M	
	PHARMACEUTICAL/CONTROLLED CIRC	\$250.00/M	GENDER: SELECTABLE

THOROUGHBRED HORSE OWNERS ARE FROM THE EQUINE ANIMAL HEALTH CERTIFICATIONS MEMBER DATABASE. THE THOROUGHBRED IS A HORSE BREED BEST KNOWN FOR ITS USE IN HORSE RACING. THOROUGHBREDS ARE CONSIDERED "HOT-BLOODED" HORSES, KNOWN FOR THEIR AGILITY, SPEED AND SPIRIT.

MINIMUM: 5,000
SAMPLE REQUIRED

HORSE OWNERS, BREEDERS AND PROFESSIONALS ACROSS THE NATION HAVE USED THIS ANIMAL HEALTH REGISTRY SINCE 1999 TO PROVIDE VETERINARIANS, ANIMAL HEALTH AUTHORITIES AND HORSE OWNERS TEST RESULTS AND DOCUMENTATION TO ALLOW LEGAL TRANSPORT OF THEIR HORSES BOTH INTERSTATE AND INTRA-STATE.

THRU: DECEMBER 18
NEXT: JULY 19

THESE ENTHUSIASTIC HORSE OWNERS AND PROFESSIONALS CERTIFY AND DOCUMENT THEIR HORSES FOR TRANSPORT TO HORSE SHOWS, RACES, SALE EVENTS, RODEO'S AND BOARDING STABLES AS WELL AS TRAINING FACILITIES AND EQUESTRIAN EVENTS NATIONWIDE.

AMATEUR, NOVICE AND PROFESSIONAL HORSE OWNERS ARE REQUIRED TO PROVIDE VETERINARIAN CERTIFIED COGGINS TEST RESULTS BEFORE TRANSPORT IS LEGALLY APPROVED BY MOST STATES AND ANIMAL HEALTH AUTHORITIES.

THESE THOROUGHBRED OWNERS REQUIRE SADDLES AND TACK, EQUINE HEALTH SUPPLIES, WORMER, VACCINES AND SUPPLEMENTS, BOOTS AND APPAREL AS WELL AS STABLE EQUIPMENT AND EQUINE FENCING SYSTEMS. THEY ALSO ROUTINELY PURCHASE EQUINE RELATED GIFTS, TRAILERS, HOW-TO BOOKS AND VIDEOS AND GROOMING SUPPLIES.

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: 100% DIRECT REGISTRATION FOR SERVICES

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$10.00/M
AGE, INCOME, LOR, DONORS	\$10.00/M
MAIL ORDER BUYERS	\$10.00/M
TELEPHONE NUMBERS	\$30.00/M
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER: scott@midwestdm.com