



WALKING HORSE REPORT

6,990 ACTIVE SUBSCRIBERS \$90.00/M

THE WALKING HORSE REPORT IS PUBLISHED WEEKLY FOR THOSE WITH AN INSATIABLE APPETITE FOR ELITE HORSE SHOW COMPETITION. THIS PUBLICATION FEATURES ARTICLES FROM THE LATEST WALKING HORSE NEWS COVERAGE OF OVER 300 SHOWS AND EVENTS ACROSS THE COUNTRY. THE WALKING HORSE REPORT FEATURES A CALENDAR OF EVENTS, DIRECTORY OF HORSE FACILITIES ACROSS THE COUNTRY AS WELL AS HORSE SHOW RESULTS AND RANKINGS.

THESE SUBSCRIBERS ARE UPSCALE OWNERS, BREEDERS AND TRAINERS OF WORLD CHAMPION HORSES. THEY ARE INTERESTED IN PRODUCTS CONCERNING ALL FACETS OF THE EQUINE INDUSTRY INCLUDING VETERINARY NEEDS FOR THE HEALTH AND NUTRITION OF THEIR HORSES. THESE EQUINE LOVERS ARE ALWAYS INTERESTED IN EXCLUSIVE PRODUCTS FOR THEIR FARM OR RANCH AS WELL AS COMPUTER PRODUCTS TO KEEP ABREAST OF IMMEDIATE RESULTS OF LOCAL AND NATIONAL HORSE SHOW COMPETITIONS.

THESE AFFLUENT SOCIETY MEMBERS TRAVEL NATIONWIDE. THEY HAVE A NEED FOR TACK EQUIPMENT, AS WELL AS SADDLES, TRAILERS AND STABLE SUPPLIES. THEY ARE ALWAYS INTERESTED IN FURTHERING THEIR EDUCATION THROUGH BOOKS AND VIDEOS ON A VARIETY OF EQUINE ISSUES.

DUE TO THEIR ENORMOUS FINANCIAL INVESTMENT, EQUINE INSURANCE IS OF THE UTMOST IMPORTANCE. THESE UPSCALE SUBSCRIBERS HAVE AN AVERAGE INCOME OF \$74,000 ANNUALLY. THE AVERAGE AGE OF THESE HORSE LOVERS IS 50.

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.

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

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

GENDER:
NOT SELECTABLE

ADDRESSING:
SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THRU: APRIL 19
NEXT: NOVEMBER 19

CONTACT LIST MANAGER EMAIL: dorothy@midwestdm.com