

COUNTRY SUPPLY/HORSE.COM

72,146	12 MONTH BUYERS	\$110.00/M	UNIT OF SALE:
40,579	6 MONTH BUYERS	\$115.00/M	\$110.00 AVERAGE
21,438	3 MONTH BUYERS	\$120.00/M	

GENDER: 52% FEMALE
CAN SELECT

COUNTRY SUPPLY CATALOG HAS BEEN DEDICATED TO PROVIDING NOVICE AND PROFESSIONAL HORSE OWNERS WITH QUALITY, AFFORDABLE TACK AND EQUIPMENT (BOTH ENGLISH AND WESTERN) FOR OVER 20 YEARS. THE COUNTRY SUPPLY CATALOG AND THE HORSE.COM WEBSITE BOTH SERVE ALL BREEDS AND ALL DISCIPLINES OF HORSE OWNERSHIP.

ADDRESSING:
EMAIL
FTP

THESE EQUINE AFICIONADOS, WITH AN AVERAGE AGE OF 60 AND AN AVERAGE INCOME OF \$60,000, PURCHASE EVERYTHING EQUINE. MANY ARE PROFESSIONAL BREEDERS AND TRAINERS THAT REQUIRE BARN, FENCING AND STABLE EQUIPMENT FOR THEIR FARMS AND RANCHES. WHETHER PARTICIPATING IN RODEO EVENTS SUCH AS BARREL RACING, ROPING AND CUTTING OR DRESSAGE, EVENTING, JUMPING AND SHOWING, ALL HAVE ONE MAIN INTEREST - PROVIDING THE BEST IN HEALTH CARE AND ACCOMODATIONS FOR THEIR BELOVED HORSES. THEY PURCHASE APPAREL, RIDING TACK, SADDLE AND HEAD GEAR EQUIPMENT AS WELL AS FEED, SUPPLEMENTS AND THE BEST IN VETERINARY SERVICES. THEY ALSO PURCHASE PICK-UP TRUCKS, TRAILERS AND INSURANCE FOR TRAVELLING TO THEIR SELECTED EVENTS. MANY PURCHASE EDUCATIONAL BOOKS AND VIDEOS TO STAY INFORMED ABOUT NEW TRAINING, BREEDING AND HEALTH CARE TOPICS. THEIR LOVE OF EVERYTHING EQUINE ALSO INFLUENCES THEIR GIFT PURCHASES AND HOME AND OFFICE DECORATING THEMES.

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THRU: SEPTEMBER 20
NEXT: APRIL 21

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: CATALOG AND INTERNET/ONLINE/WEBSITE

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
LIFESTYLE DEMOGRAPHICS	\$15.00/M
HOUSEHOLD DEMOGRAPHICS	\$10.00/M
EMAIL OR FTP	\$50.00

USAGE

ACTIVE INTEREST MEDIA
EQUESTRIAN PROMOTIONS

EQUINE AFFAIRE

REEVES INT'L/BREYER HORSE

CONTACT LIST MANAGER EMAIL: Dorothy@midwestdm.com

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