

EQUINE MONTHLY SUBSCRIBERS

46,186	TOTAL ACTIVE SUBSCRIBERS	\$105.00/M	UNIT OF SALE:
24,252	CONSUMER	+\$10.00/M	\$20.00 AVERAGE
19,531	BUSINESS	+\$15.00/M	
	EMAIL ADDRESSES - INQUIRE		GENDER:
			CAN SELECT

EQUINE MONTHLY, FORMERLY KNOWN AS HORSEN' AROUND
MAGAZINE, CONTINUES TO BE THE VERY BEST EQUINE
RESOURCE MAGAZINE IN THE MIDWEST.

ADDRESSING:
EMAIL
FTP

WHATEVER YOUR PREFERRED DISCIPLINE, EQUINE MONTHLY
INTRODUCES READERS TO EXCITING EQUINE INDUSTRY
TRENDS, ACCURATE INFORMATION ON EQUIPMENT, FEEDING,
HEALTH CARE, AND EVEN LEGISLATION THAT MAY AFFECT
YOUR DECISIONS AS A HORSE OWNER. IN ADDITION TO
TRAINING TIPS, NEWS, AND IDEAS, THE MAGAZINE
PROVIDES THE BEST AND MOST ACCURATE EQUINE
INFORMATION TIMED PERFECTLY FOR THE SEASONS - ALL
INTENDED TO HELP HORSE OWNERS ENJOY THEIR HORSES
AND EXPERIENCES.

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THRU: NOVEMBER 23
NEXT: JUNE 24

THESE AVID HORSE ENTHUSIASTS, WITH AN AVERAGE AGE
OF 50 AND AN AVERAGE INCOME OF \$65,000, PURCHASE
BARN AND FENCING SUPPLIES, TRUCKS AND TRAILERS,
SADDLES, TACK AND HORSE HEALTH CARE PRODUCTS.

WHETHER A NOVICE OR EXPERIENCED HORSE OWNER, MANY
HAVE INTERESTS IN TRAINING BOOKS AND VIDEOS, SHOW
RULES AND REGULATIONS AND EVEN BREEDING STOCK. THEIR
UPPER INCOME BRACKET ALLOWS THEM TO ENJOY TRAVEL
AND PARTICIPATION IN HORSE SHOWS AND RACES, PROVIDE
THE BEST IN ACCOMODATIONS FOR THEIR STOCK AND
PURCHASE COLLECTIBLE EQUINE ART AND DECOR FOR THEIR
HOME AND OFFICE.

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 \$100 CANCELLATION FEE.

SOURCE: ACTIVE SUBSCRIBERS

SELECTIONS:	STATE, SCF, ZIP	\$6.00/M
	AGE	\$10.00/M
	INCOME	\$10.00/M
	GENDER	\$6.00/M
	EMAIL OR FTP	\$50.00

USAGE

REEVES/BREYER HORSE

SCHNEIDER'S SADDLERY

SMARTPAK

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