

EQUINE MONTHLY SUBSCRIBERS

48,835	TOTAL ACTIVE SUBSCRIBERS	\$105.00/M	UNIT OF SALE:
25,642	CONSUMER	\$10.00/M	\$20.00 AVERAGE
20,650	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: MAY 20
NEXT: DECEMBER 20

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

LIST MANAGER CONTACT: Dorothy@midwestdm.com