

ROD'S WESTERN PALACE

44,332	12 MONTH BUYERS		\$90.00/M	UNIT OF SALE:
23,536	6 MONTH BUYERS	+	\$5.00/M	\$125.00 AVERAGE
9,478	3 MONTH BUYERS	+	\$10.00/M	

GENDER: 75% FEMALE
CANNOT SELECT

FOR OVER FORTY YEARS, ROD'S WESTERN PALACE HAS BEEN PROVIDING QUALITY WESTERN ITEMS FOR THE HORSE OWNER AND COUNTRY ENTHUSIAST.

KEYING: \$2.00/M

WITH AN AVERAGE AGE RANGE OF 45 TO 64 AND AN AVERAGE INCOME OF \$75,000, THESE EQUINE ENTHUSIASTS LIVE IN THE RURAL COUNTRYSIDE AND DECORATE THEIR HOMES AND OFFICES WITH ITEMS FOR THEIR COUNTRY AND EQUINE INTERESTS AND HOBBIES. FROM KITCHEN ITEMS TO BEDROOM AND LIVING ROOM DECOR, THESE PROVEN DIRECT MAIL BUYERS PURCHASE GIFTS, APPAREL AND MORE FOR THEIR COUNTRY LIFESTYLES.

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THRU: APRIL 23
NEXT: NOVEMBER 23

THESE NOVICE HORSE LOVERS AND PROFESSIONAL BREEDERS, TRAINERS AND SHOW PARTICIPANTS PURCHASE TACK, BARN AND STABLE SUPPLIES, SADDLES AND SHOW APPAREL FOR THEMSELVES AS WELL AS SPECIALTY SHOW TACK AND EQUIPMENT FOR THEIR HORSE. MANY REQUIRE HORSE TRAILERS TO TRAVEL INTRA-STATE AND ACROSS THE COUNTRY TO PARTICIPATE IN HORSE SHOWS, RODEOS, RIDING EVENTS AND TRAIL RIDES.

THESE COWBOYS AND COWGIRLS, LIVING ON THEIR RURAL HOMESTEADS, WILL ALSO OWN OTHER FARM ANIMALS AND LIVESTOCK SUCH AS CATTLE AND CHICKENS. MOST WILL OWN DOGS AND CATS AND MANY HAVE AN INTEREST IN GARDENING AND HUNTING. MOST OF THESE FOLKS ALSO HAVE AN APPRECIATION AND INTEREST IN THE ENVIRONMENT AND CONSERVATION DUE TO THEIR RURAL LIFESTYLES AND INTERESTS.

12-MONTH PRODUCT SELECTIONS AT \$15/M INCLUDE:

12,298	EQUINE/HORSE TACK/ SHOW BUYERS
24,038	LADIES' APPAREL, FOOTWEAR & ACCESSORIES
9,847	MEN'S APPAREL, FOOTWEAR & ACCESSORIES
14,225	HOME/GIFT/BEDDING

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 \$100.00 CANCELLATION FEE.

SOURCE: DIRECT MAIL CATALOG AND INTERNET

SELECTIONS:	PRODUCT CATEGORY	\$15.00/M
	STATE/SCF/ZIP	\$6.00/M
	EMAIL OR FTP	\$60.00

LIST MANAGER CONTACT: DOROTHY@MIDWESTDM.COM