

**MED-VET PHARMACEUTICALS**

17,328 12 MONTH BUYERS

\$95.00/M

UNIT OF SALE:  
\$100.00 AVERAGE

MED VET PHARMACEUTICALS (MVP) IS A LEADER IN PROVIDING THE HIGHEST QUALITY EQUINE SUPPLEMENT PRODUCTS IN THE INDUSTRY. WHILE MVP OFFERS A WIDE VARIETY OF PRODUCTS THAT CAN BE GIVEN TO ANY HORSE, THEY SPECIALIZE IN SUPPLEMENTS FOR THE PERFORMANCE HORSE.

GENDER: 62% FEMALE  
CAN SELECTADDRESSING:  
SEE SELECTIONS

THESE ACTIVE HORSE OWNERS SPEND THEIR DISCRETIONARY INCOME ON BARN AND STABLE SUPPLIES, SPECIALIZED TACK AND EQUIPMENT AND WILL PROVIDE THEIR HORSE WITH THE BEST OF HEALTH AND VETERINARY CARE. THEY PURCHASE PICK-UP TRUCKS, TRAILERS AND RECREATIONAL VEHICLES FOR TRAVELLING TO COMPETE IN BARREL RACING, ROPING, CUTTING, REINING AND WORKING COWHORSE COMPETITIONS BOTH LOCALLY AND ACROSS THE NATION.

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THESE FOLKS LIVE IN RURAL AREAS ON FARMS AND RANCHES AS WELL AS IN THE SUBURBS WHERE THEY WILL BOARD THEIR HORSE. MANY WILL SPEND MONEY ON TRAINING AND BREEDING TO OBTAIN THE BEST HORSE FOR THEIR COMPETITIONS.

THRU: JANUARY 24  
NEXT: AUGUST 24

MANY OF THESE EQUINE ENTHUSIASTS WILL OWN MORE THAN ONE HORSE. WITH THE PHYSICAL ACTIVITY LEVEL OF THE EQUINE EVENTS THEY PARTICIPATE IN, THEIR WINNINGS NOT ONLY DEPEND ON THEIR SKILL BUT THE HEALTH AND PHYSICAL WELL BEING OF THE HORSE. SUPPLEMENTS PURCHASED FROM MVP HELP ENHANCE THEIR HORSE'S OVERALL HEALTH AND PERFORMANCE.

DUE TO THEIR LOVE OF EVERYTHING EQUINE, MANY WILL PURCHASE APPAREL, GIFTS AND HOME DECOR FOCUSED ON THEIR FAVORITE BREED OF HORSE.

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: INTERNET AND CATALOG ORDERS

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|-----------------------------|----------|
| SELECTIONS: STATE, SCF, ZIP | \$6.00/M |
| GENDER                      | \$6.00/M |
| EMAIL                       | \$60.00  |
| FTP                         | \$75.00  |

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