



APPALOOSA HORSE CLUB

02214

30,000	ACTIVE/FORMER MEMBERS & NON-MEMBER SUBSCRIBERS	\$95.00/M
15,000	ACTIVE US MEMBERS	\$100.00/M

GENDER: 65% FEMALE
CANNOT SELECT

THE APPALOOSA HORSE CLUB (APHC) IS THE INTERNATIONAL BREED REGISTRY SERVING MEMBERS AND APPALOOSA ENTHUSIASTS. MEMBERS RECEIVE A COMPLEMENTARY SUBSCRIPTION TO THE APPALOOSA JOURNAL, AND NON-MEMBERS CAN SUBSCRIBE TO THIS MONTHLY MAGAZINE. THE JOURNAL IS THE AUTHORITATIVE, ASSOCIATION-BASED SOURCE FOR INFORMATION ABOUT THE APHC, THE BREED AND THE INDUSTRY.

ADDRESSING:
SEE SELECTIONS

KEYING: 2.00/M

APHC MEMBERS AND SUBSCRIBERS SHOW AT REGIONAL, NATIONAL AND WORLD EVENTS. MOST HAVE OWNED APPALOOSAS FOR MORE THAN TEN YEARS. THESE EQUINE ENTHUSIASTS ARE DEVOTED TO CULTIVATING A BROADER MEMBERSHIP BASE AND INSTILL ENTHUSIASM FOR THIS UNIQUE BREED.

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THRU: OCTOBER 2009
NEXT: FEBRUARY 2010

THESE EQUINE LOVERS WITH UPPER INCOME STATUS ARE MOSTLY FEMALE AND REQUIRE ALL THINGS EQUINE TO PARTICIPATE IN EXHIBITIONS, SHOWS, TRAIL RIDES, AND OTHER EQUESTRIAN EVENTS INCLUDING FENCING MATERIALS, BARN, TACK AND STABLE SUPPLIES, BOOKS AND VIDEOS ON EQUINE HEALTH AND CARE ISSUES, HORSE THEMED DECOR AND JEWELRY TO EXPRESS THEIR EQUINE PASSIONS, INSURANCE, COMPUTER SOFTWARE AND CREDIT.

SOURCE: ASSOCIATION MEMBERSHIP/SUBSCRIBERS

SELECTIONS:	SCF, STATE, ZIP	\$6.00/M
	ELECTRONIC DELIVERY	\$75.00/M

** USAGE **

KV VET SUPPLY ST JOSEPH'S INDIAN SCHOOL

CONTACT LIST MANAGER: Dorothy@midwestdm.com

Midwest Direct Marketing, Inc.

501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320
Email: info@midwestdm.com