

## ARBICO EQUINE PRODUCTS

29,571	12 MO. BUYERS & REQUESTORS	\$85.00/M	UNIT OF SALE:
91,143	24 MO. BUYERS & REQUESTORS	\$80.00/M	\$200.00 AVERAGE
15,043	12 MO. MAIL ORDER BUYERS	\$90.00/M	

GENDER: 60% FEMALE  
CAN SELECT

ARBICO ENVIRONMENTAL HAS BEEN PROVIDING THE ULTIMATE SOLUTION FOR EQUINE FARMS AND RANCHES FOR SAFE, NATURAL PEST CONTROL AND HORSE HEALTH PRODUCTS. WITH THE APPEARANCE OF WEST NILE VIRUS, EQUINE OWNERS COMBAT FLIES AND OTHER PESTS ON A DAILY BASIS AS THEY ADDRESS EQUINE HEALTH RISKS. THESE BUYERS AND REQUESTORS PREFER NATURAL, ORGANIC PRODUCTS VERSUS EXPOSING THEIR HORSES TO HAZARDOUS CHEMICALS.

ADDRESSING:  
SEE SELECTIONS

KEYING: \$2.00/M

THESE EQUINE OWNERS ARE ENVIRONMENTALLY CONSCIOUS. THEY PREFER NATURAL ORGANIC PRODUCTS FOR THEIR LAWN AND GARDEN USES AND ALSO PURCHASE ORGANIC PRODUCTS FOR THEIR OWN HEALTH CARE ISSUES.

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

WITH AN AVERAGE AGE OF 49 AND AN AVERAGE INCOME OF \$55,000, THEY SPEND THEIR DISCRETIONARY INCOME ON NUMEROUS ITEMS TO PROTECT THE ENVIRONMENT WHILE PROVIDING THE BEST OF CARE FOR THEIR HORSES.

THRU: SEPTEMBER 07  
NEXT: MARCH 08

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.

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: DIRECT MAIL AND SPACE ADVERTISING

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP + 4	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
AGE OR INCOME	\$10.00/M
DONORS	\$10.00/M
CARTRIDGE OR MAGNETIC TAPE	\$30.00
ELECTRONIC DELIVERY	\$50.00

\*\* USAGE \*\*

AM LIVESTOCK SUPPLY  
BLOOD HORSE, THE  
DOVER SADDLERY  
ENGINEERING SVCS  
EQUINE AFFAIRE

FRONT RANGE EQUINE RESCUE  
NORTHERN HYDRAULICS  
PETS UNITED  
PRIMEDIA SPECIAL  
RANDOM HOUSE, INC.

SMARTPAK EQUINE  
SPRINGTIME, INC.  
WHALES & FRIENDS

**Midwest Direct Marketing, Inc.**

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