


COLLECTOR'S GALLERY EQUINE CATALOG

27,625 12 MONTH BUYERS/REQ. \$95.00/M

 UNIT OF SALE:
 \$100.00 AVERAGE

COLLECTOR'S GALLERY IS THE PREMIER CATALOG FOR THE HORSE ENTHUSIAST. WHETHER THE INTEREST IS ENGLISH OR WESTERN, THIS UNIQUE CATALOG OFFERS ITEMS FROM HOME AND OFFICE DECOR TO GARDEN ACCENTS.

 GENDER: 60% FEMALE
 CAN SELECT

THESE PROFESSIONAL AND AMATUER BUYERS, WHO LOVE TO RIDE, ARE ALWAYS LOOKING FOR QUALITY PRODUCTS TO BEST SUIT THEIR TACK, SADDLE, STABLE AND BARN EQUIPMENT NEEDS. PRODUCT SELECTION INCLUDES APPAREL, JEWELRY, FURNITURE, AS WELL AS FRAMED PRINTS AND STATUES, MOST OF WHICH ARE SIGNED AND NUMBERED, MAKING THEM A VALUABLE EQUINE COLLECTIBLE.

 ADDRESSING:
 SEE SELECTIONS

KEYING: \$2.00/M

 MINIMUM ORDER:
 5,000

WITH AN AVERAGE AGE OF 50 AND AVERAGE INCOME OF \$55,000 MANY SUBSCRIBE TO MAGAZINES AND PURCHASE EDUCATIONAL BOOKS AND VIDEOS TO TAKE THE BEST CARE OF THEIR ANIMALS.

SAMPLE REQUIRED

 THRU: APRIL 2010
 NEXT: OCTOBER 2010

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

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
GENDER	\$6.00/M
P/S LABELS	\$10.00/M
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

** USAGE **

EQUINE AFFAIRE
 HUMANE SOCIETY U.S.
 WORLD WILDLIFE FUND

 CONTACT LIST MANAGER EMAIL: Dorothy@midwestdm.com

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