

## EQUINE AFICIONADOS

46,977	12 MONTH RECENCY	\$80.00/M
12,016	6 MONTH RECENCY	ADD \$15.00/M

THESE EQUINE PROFESSIONALS' LIVELIHOOD IS DERIVED FROM THEIR LOVE OF HORSES. THEY PARTICIPATE IN HORSE SHOWS AS CONTESTANTS, JUDGES AND SPONSORS. THESE BREEDERS AND TRAINERS, AS WELL AS THE RETAIL TACK STORE OWNERS/OPERATORS, NEED STABLE AND BARN SUPPLIES, FENCING SUPPLIES, FARM EQUIPMENT AND TACK SUPPLIES. THEY RELY ON BOOKS, VIDEOS AND SEMINARS TO STAY ABREAST OF CURRENT BREEDING AND TRAINING PHILOSOPHIES.

GENDER: 65% FEMALE  
CAN SELECT

ADDRESSING:  
SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

DUE TO THEIR INVOLVEMENT IN THE EQUINE INDUSTRY, TRAVEL AND VACATION DESTINATIONS ARE PLANNED AROUND EQUINE SHOWS, SEMINARS AND EXPOS.

THRU: MARCH 08  
NEXT: SEPTEMBER 08

WITH AN AVERAGE AGE OF 50 AND AN AVERAGE INCOME OF \$55,000, THESE AVID HORSE LOVERS PURCHASE APPAREL AND HOME AND OFFICE DECOR WITH THE EQUINE THEME TO ENHANCE THEIR COUNTRY LIFESTYLE.

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.

END-USERS REQUIRING TELEPHONE NUMBERS MUST SIGN A "WAIVER OF LIABILITY AND INDEMNIFICATION AGREEMENT" AND MAY BE REQUIRED TO OBTAIN A SANS NUMBER FROM THE FTC WEB SITE: [www.telemarketing.donotcall.gov](http://www.telemarketing.donotcall.gov)

SOURCE: SHOW PARTICIPANTS AND ATTENDEES, BREED REGISTRIES

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP + 4	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
GENDER	\$6.00/M
AGE OR INCOME	\$10.00/M
6 MONTH RECENCY	\$15.00/M
DEMOGRAPHICS	\$10.00/M
TELEPHONES	\$30.00/M
P/S LABELS	\$10.00/M
MAGNETIC TAPE	\$30.00
ELECTRONIC DELIVERY	\$50.00

\*\* USAGE \*\*

BARTON COTTON

SPALDING LABS

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