

EQUINE AFICIONADOS

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| 54,023 | 12 MONTH RECENCY | | \$80.00/M |
| 35,115 | 6 MONTH RECENCY | ADD | \$15.00/M |
| | EMAIL ADDRESSES | INQUIRE | |

GENDER: 65% FEMALE
CAN SELECT

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.

ADDRESSING:
SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

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

SAMPLE REQUIRED

THRU: MAY 18
NEXT: DECEMBER 18

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.

SOURCE: SHOW PARTICIPANTS AND ATTENDEES, BREED REGISTRIES

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|-----------------------------|-----------|
| SELECTIONS: STATE, SCF, ZIP | \$6.00/M |
| GENDER | \$6.00/M |
| AGE OR INCOME | \$10.00/M |
| BUYER | \$10.00/M |
| SUBSCRIBER | \$10.00/M |
| DONOR | \$10.00/M |
| HOUSEHOLD DEMOGRAPHICS | \$10.00/M |
| TELEPHONES | \$30.00/M |
| ELECTRONIC DELIVERY | \$50.00 |

CONTACT LIST MANAGER EMAIL: Scott@midwestdm.com

** USAGE **

AIG INSURANCE

EQUINE AFFAIRE

EQUESTRIAN PROMOTIONS

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