

EQUINE ENTHUSIASTS DATABASE

129,689 EQUINE ENTHUSIASTS \$75.00/M

THIS EQUINE DATABASE IS COMPRISED OF HORSE SHOW
CONTESTANTS, JUDGES, SPONSORS, BREEDERS, TRAINERS
AND TACK STORE OWNER/OPERATORS. THESE EQUINE
ENTHUSIASTS DONATE TO ANIMAL WELFARE CAUSES AND
SUBSCRIBE TO A VARIETY OF EQUINE PUBLICATIONS.

GENDER: 50/50
CANNOT SELECT

ADDRESSING:
MAG TAPE
P/S LABELS
EMAIL/FTP

WHETHER THEIR LOVE OF THE EQUINE INDUSTRY IS
BUSINESS OR PLEASURE, THESE HORSE LOVERS ARE
ACTIVELY SEEKING OFFERS OF TACK, HORSE HEALTH
CARE PRODUCTS, TRAINING BOOKS, VIDEOS AND VACATION
OFFERS SURROUNDING THEIR FAVORITE HORSE SHOW
DESTINATIONS.

KEYING: 2.00/M

MINIMUM ORDER:
5,000

WITH AN AVERAGE INCOME OF \$65,000 AND AN AVERAGE AGE
OF 50, MANY OF THESE EQUINE ENTHUSIASTS COLLECT
EQUINE ART FOR HOME AND OFFICE.

SAMPLE REQUIRED

THRU: AUGUST 07
NEXT: FEBRUARY 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.

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

SOURCE: PUBLICATION SUBSCRIBERS, SHOW ATTENDEES
BREED REGISTRIES

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP + 4	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
AGE	\$10.00/M
INCOME	\$10.00/M
DEMOGRAPHICS	\$10.00/M
TELEPHONES	\$30.00/M
P/S LABELS	\$12.00/M
MAGNETIC TAPE	\$30.00
ELECTRONIC DELIVERY	\$50.00

** USAGE **

BELVOIR PUBLICATIONS
COUNTRY SUPPLY, INC.
PRESERVE AT OAK HILL, THE

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