

FARM JOURNAL EQUINE

16,089 12 MONTH HORSE OWNERS \$90.00/M
 EMAIL ADDRESSES INQUIRE

GENDER
 CAN SELECT

THESE SUBSCRIBERS ARE CONFIRMED HORSE OWNERS. THEY
 RIDE TRAILS, WESTERN STYLE AND ENGLISH STYLE FOR
 PLEASURE, RECREATION AND PROFIT.

ADDRESSING:
 SEE SELECTIONS

THE RURAL LIFESTYLES OF THESE CONSUMERS REQUIRES
 FENCING, STABLE AND BARN EQUIPMENT, GARDENING
 SUPPLIES, COUNTRY HOME AND CRAFT ACCESSORIES, FARM
 IMPLEMENTS AND TOOLS.

KEYING: \$5.00/M
 MINIMUM ORDER:
 5,000

THEY ALSO PURCHASE ITEMS FOR THEIR EQUINE COMPANIONS
 INCLUDING SADDLES, TACK SUPPLIES, BRIDLES, BLANKETS,
 EQUINE HEALTH SUPPLEMENTS, VACCINES AND GROOMING
 SUPPLIES. THESE HORSE PEOPLE ALSO PURCHASE BOOTS,
 RIDING APPAREL AS WELL AS HOW TO BOOKS AND VIDEOS.
 THEY DECORATE THEIR STABLES, BARN AND HOMES WITH
 EQUESTRIAN THEMES AND PURCHASE HORSE GIFTS.

SAMPLE REQUIRED
 UPDATED MONTHLY

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 RESPONSE

SELECTIONS: STATE, SCF, ZIP CODE	\$10.00/M
GENDER	\$10.00/M
DEMOGRAPHICS	\$10.00/M
EMAIL OR FTP	\$50.00

CONTACT LIST MANAGER: scott@midwestdm.com

** USAGE **

AGRI SUPPLY CATALOG	ENGINEERING SVCS CATALOG	MAYO CLINIC
CAL FARLEY'S	FARM SHOW MAGAZINE	MERIT DIRECT DB
CONSOLIDATED PLASTICS	GURNEY SEED & NURSERY	NEW LIFE INDUSTRY
DISABLED AM VETS	HEARTLAND VET	NORTHERN TOOL
DIVINE WORD MISSIONARIES	HOBBY FARMS MAGAZINE	VALLEY VET SUPPLY
EXAPTA NO-TILL SOLUTIONS	HUMANE SOCIETY OF U.S.	

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