

## FARM JOURNAL EQUINE

14,627 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](mailto:scott@midwestdm.com)

\*\* USAGE \*\*

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

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