

## HITCHING POST SUPPLY

22,043	12 MONTH BUYERS	\$95.00/M
10,192	13-24 MONTH BUYERS	\$85.00/M

HITCHING POST SUPPLY CARRIES A FULL LINE OF VAQUERO INSPIRED BUCKAROO GEAR INCLUDING:

CUSTOM SADDLES	BRIDLES	GENDER: 60% FEMALE CAN SELECT
STIRRUPS	ENGRAVED SILVER	ADDRESSING: SEE SELECTIONS
HANDMADE REINS	RIDING GLOVES	
WESTERN CHAPS	HOLSTERS AND BELTS	
FINE WESTERN ART	HANDMADE JEWELRY	
WESTERN CRAFTS	WESTERN BOOKS AND MUSIC	
BRAIDED AND BULK HORSEHAIR	FOR ARTISANS	KEYING:

HITCHING POST BRINGS YOU THE "TOOLS OF THE TRADITION" OF YESTERYEAR TO PRESERVE THE OLD WAYS OF WESTERN COWBOYS AND INSPIRED WESTERN HORSEMANSHIP. ROOTED IN THE HISTORY OF VAQUEROS AND BUCKAROOS, HITCHING POST SUPPLY STAYS ON THE LEADING EDGE, INSPIRING CREATIVE NEW CONCEPTS AND OFFERING THE MOST CREATIVE AND DECORATIVE PRODUCTS FOR THEIR CUSTOMERS. THEY ALSO HAVE THE LARGEST MUSIC LIBRARY OF 200+ TITLES OF COWBOY AND WESTERN MUSIC.

MINIMUM ORDER: 5,000

SAMPLE REQUIRED

THRU: NOVEMBER 2009  
NEXT: JUNE 2010

THESE ENTHUSIASTS ALSO REQUIRE GEAR FOR ROPING AND RIDING AS WELL AS FENCING, STABLE SUPPLIES, FEED, TACK AND EQUINE HEALTH PRODUCTS. THEY APPRECIATE FINE CRAFTSMANSHIP AND HAND TOOLED LEATHER GOODS AND SILVERWORK FOR THEMSELVES AND THEIR HORSES.

THESE WESTERN BUYERS ARE AN AVERAGE AGE OF 45 AND HAVE AN AVERAGE HOUSEHOLD INCOME OF \$60K. MOST ARE DEDICATED RIDERS AND MANY PARTICIPATE IN HORSE SHOWS, RODEOS, PARADES, TRAILRIDING AND WESTERN REINACTMENTS. HITCHING POST SUPPLY BUYERS ARE ALSO HORSE BREEDERS, CATTLE BREEDERS, AND RUN REAL WORKING RANCHES IN THE HEART OF THE WEST. THEY ARE TRUE COWBOYS AND COWGIRLS.

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 MAIL CATALOG  
WEB SITE: WWW.HITCHINGPOSTSUPPLY.COM

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
AGE, INCOME	\$10.00/M
HOUSEHOLD DEMOGRAPHICS	\$15.00/M
ZIP TAPE SET UP FEE	\$50.00
DISKETTE	\$30.00
CD ROM	\$30.00
ELECTRONIC DELIVERY	\$50.00

**Midwest Direct Marketing, Inc.**

501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320  
Email: info@midwestdm.com

\*\* USAGE \*\*

AQHA	THE FORT WESTERN	UNITED VET EQUINE
AMERICAN COWBOY MAGAZINE	NRA	
PALLADIUM PRESS	SPIN TO WIN	

CONTACT LIST MANAGER EMAIL: [scott@midwestdm.com](mailto:scott@midwestdm.com)

**Midwest Direct Marketing, Inc.**

501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320  
Email: [info@midwestdm.com](mailto:info@midwestdm.com)