

HORSE OWNERS EMAIL & POSTAL

28,383	HORSE OWNERS POSTAL ADDRESS	\$85.00/M
15,633	HORSE OWNERS EMAIL ADDRESS	\$100.00/M
10,739	MAIL ORDER BUYERS	ADD \$10.00/M

THESE HORSE OWNERS HAVE A DEVOTED INTEREST IN HORSE OWNERSHIP AND RIDING. THEY UTILIZE SOCIAL NETWORKING SITES TO DISCUSS HORSE OWNERSHIP, RIDING, NEW TRAILS AND TIPS. THESE ARE HORSE LOVERS OF ALL DISCIPLINES FROM TRAIL RIDING TO BARREL RACING, FROM WESTERN TO ENGLISH AND FROM DRESSAGE TO RIDING FOR PLEASURE.

SEX: 68% FEMALE
32% MALE
CAN SELECT
ADDRESSING:
SEE SELECTIONS

KEYING: \$2.00/M

THESE ACTIVE HORSE ENTHUSIASTS PURCHASE SADDLES AND TACK ITEMS FOR ALL EQUESTRIAN DISCIPLINES. THEY ALSO PURCHASE EQUINE HEALTH SUPPLIES AND SUPPLEMENTS, VACCINES, APPAREL AND FOOTWEAR, BARN AND STABLE EQUIPMENT, FENCING SYSTEMS, TRAILERS, GROOMING SUPPLIES, HOW-TO VIDEOS AND BOOKS. THESE HORSE OWNERS ALSO TRAVEL WITH THEIR HORSES.

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THRU: JUNE 2010
NEXT: DECEMBER 2010

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: INTERNET/ONLINE REGISTRATION

SELECTIONS:	STATE, SCF, ZIP CODE	\$6.00/M
	GENDER	\$6.00/M
	AGE	\$10.00/M
	INCOME	\$10.00/M
	EMAIL OR FTP	\$50.00

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