

MEREDITH EQUINE

34,072 EQUINE OWNERS

\$85.00/M

NEW FROM MEREDITH'S AGRICULTURE DATABASE ARE
CONFIRMED HORSE OWNERS.

THESE INDIVIDUALS ARE INVOLVED WITH HORSES FOR
EITHER BUSINESS OR RECREATIONAL ENDEAVORS. MANY
HORSE OWNERS ARE INVOLVED IN SHOWING, RACING,
BREEDING, TRAINING AND EQUINE HEALTH CARE.

WITH AN AVERAGE INCOME IS \$75,000+ AND AN AVERAGE
AGE RANGE OF 35-54, THESE EQUINE ENTHUSIASTS HAVE
RESPONDED TO MEREDITH VIA A DIRECT RESPONSE
QUESTIONNAIRE. THE RURAL LIFESTYLE OF THESE
CONSUMERS OF FENCING, STABLE OR BARN EQUIPMENT,
GARDENING SUPPLIES, COUNTRY HOME AND CRAFT
ACCESSORIES AS WELL AS SMALL MACHINERY AND TOOLS.

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.

LIST OWNER WILL REQUIRE EXCHANGE, PARITY PRICING OR
RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.

SOURCE: DIRECT MAIL

SELECTIONS: STATE, SCF, ZIP CODE	\$10.00/M
ZIP SET UP FEE	\$50.00
GENDER	\$10.00/M
INCOME	\$10.00/M
DEMOGRAPHIC SELECTIONS	\$15.00/M
P/S LABELS	\$15.00/M
CD ROM	\$25.00
DISKETTE	\$25.00
EMAIL OR FTP TRANSFER	\$50.00

** USAGE **

AM LIVESTOCK SUPPLY HUMANE SOCIETY U.S.
DORIS DAY ANIMAL LEAGUE MORRIS MAGAZINES

GENDER:
CAN SELECT

ADDRESSING:
SEE SELECTIONS

KEYING: 5.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

UPDATED MONTHLY

PRIMEDIA SPECIAL

Midwest Direct Marketing, Inc.

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