

MEREDITH PUBLISHING HORSE OWNERS

151,658 ACTIVE SUBSCRIBERS \$85.00/M GENDER: 78% FEMALE
92,918 INACTIVE SUBSCRIBERS \$80.00/M SELECTABLE

NEW FROM MEREDITH CORPORATION'S 23 MAGAZINE TITLES, 150 NEWSSTAND TITLES AND 150 SPECIAL INTEREST TITLES, EXCLUDING AGRICULTURE FILES, ARE VALIDATED HORSE OWNERS. WITH A COMBINED CIRCULATION OF OVER 30 MILLION, MEREDITH CLEARLY TAPS INTO THE PASSIONATE INTERESTS OF WOMEN TODAY.

ADDRESSING:
SEE SELECTIONS

KEYING: 5.00/M

MINIMUM ORDER:
5,000

THESE EQUINE OWNERS PURCHASE SADDLE AND TACK SUPPLIES, EQUINE HEALTH SUPPLIES, VACCINES AND SUPPLEMENTS, APPAREL AND FOOTWEAR, STABLE EQUIPMENT AND FENCING SYSTEMS AS WELL AS HOW-TO-BOOKS, VIDEOS AND GROOMING INFORMATION. THEY LIVE IN RURAL COMMUNITIES WITH EMPHASIS ON THE COUNTRY LIFESTYLE.

SAMPLE REQUIRED

UPDATED MONTHLY

MEREDITH COMPOSITE INTEREST GROUPS, PASSION POINTS, ARE CREATED BY COMBINING AND SCORING THE CONSUMER'S SELF REPORTED DATA INTERESTS, PURCHASE BEHAVIOR FROM ALL MEREDITH CHANNELS AND MAIL ORDER ACTIVITY, IN ADDITION TO INFORMATION GATHERED FROM OVERLAY SOURCES. THESE PASSION POINTS ENABLE MEREDITH TO IDENTIFY ENTHUSIASTS FROM EACH OF THE CATEGORIES BELOW.

SELECTABLE PASSION POINTS INCLUDE:

CATS	DOGS	CRAFTS
GOLF	SEWING	SPORTS
SWEEPS	TRAVEL	COOKING
FINANCE	SENIORS	HOLIDAY
OUTDOORS	QUILTING	COMPUTER
GARDENING	NEEDLEWORK	CONTRIBUTOR
DECORATING	CREDIT CARD	COLLECTIBLES
DO-IT-YOURSELF	MUSIC VIDEO	HEALTH/FITNESS
MAIL ORDER BUYER	WOODWORKING	BEAUTY/FASHION
MAIL ORDER FASHION	HOME ELECTRONICS	

THE AVERAGE HEAD OF HOUSEHOLD INCOME OF THESE EQUINE ENTHUSIASTS IS \$98K WITH AN AVERAGE AGE OF 41.

SOURCE: MAGAZINE SUBSCRIBERS

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

** USAGE **

ENGINEERING SERVICES STABENFELDT

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