

MEREDITH PUBLISHING HORSE OWNERS

140,149 ACTIVE SUBSCRIBERS \$85.00/M GENDER: 78% FEMALE  
85,868 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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