

**TRAIL BLAZER MAGAZINE**

28,034 ACTIVE SUBSCRIBERS \$120.00/M GENDER: 85% FEMALE  
 10,000 EMAIL ADDRESSES \$350.00/M IS SELECTABLE

TRAIL BLAZER MAGAZINE IS THE EQUESTRIAN LIFESTYLE MAGAZINE CELEBRATING THE SPIRIT OF THE TRAIL RIDER. FROM THE CUTTING EDGE SKILLS FOR THE SPORT OF DISTANCE RIDING TO HORSE CAMPING AND SURVIVAL SKILLS FOR THE WILDERNESS TRAIL RIDER, THIS PUBLICATION CELEBRATES THE PASSION AND SPIRIT OF THE TRAIL RIDER WITH A UNIQUE STYLE THAT STANDS OUT FROM ALL THE REST. CAPTURE THE STRONGEST MARKET IN THE EQUINE INDUSTRY RIGHT NOW! THESE SUBSCRIBERS ARE ADVENTUROUS AND TRUE EQUINE AFICIONADOS WHO ARE NOT AFRAID TO TRAVEL GREAT DISTANCES WITH HORSES IN TOW TO PURSUE THEIR PASSION FOR TRAIL RIDING.

ADDRESSING:  
SEE BELOW

KEYING: 2.50/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THRU: FEBRUARY 09  
NEXT: SEPTEMBER 09

THESE HORSE LOVING SUBSCRIBERS REQUIRE SADDLES, TACK SUPPLIES, RIDING WEAR, HELMETS, KNIVES, MULTI-USE TOOLS AND TRAILERS FOR THEIR ENDURANCE RIDES. HEALTH CARE FOR THE RIDER AS WELL AS THE HORSE ARE ESSENTIAL.

THE AVERAGE AGE OF THESE SUBSCRIBERS IS 45 AND THEIR AVERAGE INCOME IS \$65,000.

ALL ORDERS CANCELLED AFTER THE MAILDATE 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 MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.

SOURCE: ACTIVE SUBSCRIBERS

SELECTIONS: STATE, SCF, ZIP CODE	\$6.00/M
ZIP SET UP FEE	\$50.00
GENDER	\$6.00/M
INCOME	\$6.00/M
DEMOGRAPHIC SELECTIONS	\$15.00/M
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

\*\* USAGE \*\*

KV VET SUPPLY

MORRIS MAGAZINES

PETS UNITED

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