



VALLEY VET SUPPLY EQUINE CATALOG

134,428 12 MONTH CATALOG BUYERS \$105.00/M
 77,773 6 MONTH HOTLINE BUYERS +\$5.00/M
 40,843 3 MONTH HOTLINE BUYERS +\$10.00/M
 11,625 12 MONTH REQUESTORS \$90.00/M
 PUBLISHER/NON-PROFIT RATE
 PLEASE INQUIRE

UNIT OF SALE:
 \$95.00 AVERAGE
 GENDER: 59% FEMALE
 CAN SELECT

ADDRESSING:
 SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:
 5,000

SAMPLE REQUIRED

THRU: DECEMBER 2011
 NEXT: APRIL 2012

VETERINARY OWNED AND OPERATED, VALLEY VET SUPPLY HAS BEEN SERVING THE EQUINE INDUSTRY FOR OVER 18 YEARS; WELL KNOWN FOR FAST SHIPPING OF QUALITY ANIMAL HEALTH CARE PRODUCTS, TACK AND ACCESSORIES FOR HORSE AND RIDER.

THESE BUYERS, WITH MIDDLE TO UPPER INCOME LEVELS INCLUDE BEGINNING TO EXPERIENCED HORSE OWNERS AND PROFESSIONAL TRAINERS WHO SPEND MONEY TO TRAVEL TO SHOWS, COMPETITIVE EVENTS, RODEOS AND TRAIL RIDES. USUALLY THE ENTIRE FAMILY IS DEVOTED TO THIS EXPENSIVE HOBBY. MOST LIVE IN A RURAL SETTING WITH AN EMPHASIS ON A COUNTRY LIFESTYLE.

THIS MAIL ORDER CATALOG OFFERS WESTERN AND ENGLISH SADDLES AND TACK; EQUINE HEALTH SUPPLIES SUCH AS WORMER, VACCINES AND SUPPLEMENTS; APPAREL AND FOOTWEAR; SPORTS MEDICINE PRODUCTS; BLANKETS AND SHEETS; STABLE EQUIPMENT AND FENCING SYSTEMS; UNIQUE GIFTS AND T-SHIRTS WITH AN EQUINE AND WESTERN FLAVOR; TRAILERING SUPPLIES; HOW-TO BOOKS AND VIDEOS, GROOMING SUPPLIES, AND COMPUTER SOFTWARE FOR PROPER STABLE MANAGEMENT.

ADDITIONAL SELECTIONS AVAILABLE:

HOUSEHOLD DEMOGRAPHICS AGE INCOME

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

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.

(CONTINUED ON NEXT PAGE)

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VALLEY VET SUPPLY EQUINE CATALOG (CONT'D)

SOURCE: DIRECT MAIL AND SPACE ADVERTISING

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
DEMOGRAPHICS	\$10.00/M
GENDER	\$6.00/M
DOLLAR AMOUNT \$25+	\$15.00/M
DOLLAR AMOUNT \$50+	\$25.00/M
DOLLAR AMOUNT \$100+	\$35.00/M
DOLLAR AMOUNT \$200+	\$50.00/M
ZIP TAPE SET UP FEE	\$50.00
ELECTRONIC DELIVERY	\$50.00

** USAGE **

ARBICO ENVIRONMENTAL	DOVER SADDLERY	MARKET DIRECTIONS
BARTON COTTON	DOWN UNDER HORSEMANSHIP	MORRIS MAGAZINES
BELVOIR PUBLICATIONS	ENGINEERING SERVICES	NORTHERN HYDRAULIC
BIG D'S VET & TACK	EQUESTRIAN PROMOTI	PEOPLE HELPING PPL
BIOLOGICAL FLY CONTROL	EQUESTRIAN PROMOTIONS	POND GUY, THE
BLOOD HORSE, THE	EQUINE AFFAIRE	PRIMEDIA SPECIAL
CAL FARLEY'S	EQUUS MAGAZINE	ROD'S WESTERN
CASTLETON RANCH	FORT WESTERN, THE	SCHNEIDER'S SADDLE
CHRIS COX HORSMAN	FORWARD RESEARCH, INC.	ST.JUDE CHILD HOSP
CLOSET WORLD	FRONT RANGE EQUINE	SW INDIAN FNDT'N
DIAMOND MKTG SOLUTIONS	HORSE JOURNAL	WESTERN LIFESTYLES
DORIS DAY ANIMAL LEAGUE	HUMANE SOCIETY	WHALES & FRIENDS

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