



VALLEY VET SUPPLY EQUINE CATALOG PIP

153,431 12 MONTH PACKAGE INSERTS \$55.00/M UNIT OF SALE:
\$95.00 AVERAGE

FROM NOVICE TO PROFESSIONAL, THE VALLEY VET HORSE OWNERS SPEND HUNDREDS OF DOLLARS ON SADDLES AND TACK, VETERINARY SUPPLIES, COMPETITION EQUIPMENT, FENCING SUPPLIES, AND EQUIPMENT FOR STABLE AND BARN USE. THESE AVID EQUINE ENTHUSIASTS ALSO PURCHASE APPAREL, BOOTS, AND WORKWEAR FOR BOTH WESTERN AND ENGLISH STYLE INTERESTS.

THESE BUYERS SPEND HUNDREDS OF DOLLARS ANNUALLY TRAVELING TO SHOWS, TRAIL RIDES, COMPETITION AND RODEO EVENTS.

ALL CARTONS MUST BE MARKED WITH MAILER NAME, KEY AND QUANTITY. CALL MIDWEST DIRECT MARKETING, INC. FOR SHIPPING INSTRUCTIONS AFTER ORDER HAS BEEN CLEARED. GEOGRAPHIC SELECTIONS ARE NOT AVAILABLE.

SOURCE: CATALOG BUYERS

GENDER: 60% FEMALE

MAXIMUM WEIGHT:
1/4 OUNCE

MAXIMUM SIZE:
5.5 X 8.5

MAXIMUM INSERTS: 6

MINIMUM ORDER:
10,000

SAMPLE REQUIRED

** USAGE **

AMERICAN COWBOY
BELVOIR PUBLICATIONS

BLOOD HORSE, THE
ENDLESS POOLS

SELECT COMFORT
STABENFELDT

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