

VALLEY VET SUPPLY POLY-BAG INSERTS

165,000	ANNUAL DISTRIBUTION	\$55.00/M	UNIT OF SALE:
85,000	EQUINE		\$125.00 AVERAGE
35,000	FARM & RANCH		
40,000	DIRECT PET SUPERSTORE		GENDER: 60% FEMALE

VALLEY VET SUPPLY PUBLISHES THREE CATALOGS DEDICATED TO SERVING THE INTERESTS OF FARMERS, RANCHERS, HORSE AND PET OWNERS. 60% ARE MARRIED HOMEOWNERS LIVING IN RURAL AND SUBURBAN AREAS WITH AN AVERAGE INCOME OF \$48,000 AND AN AVERAGE AGE OF 35.

THESE CATALOG REQUESTERS ARE INTERESTED IN FENCING SUPPLIES, BARN AND STABLE NEEDS, VETERINARY SUPPLIES, RUGGED APPAREL, COMPETITION AND TRAINING EQUIPMENT, BOOTS, WORKWEAR, BREEDING AND SHOWING, VIDEOS AND BOOKS, GARDENING, AND DO-IT-YOURSELF PROJECTS.

INSERTS MAY BE PLACED INTO A SINGLE CATALOG OR A COMBINATION OF ANY THREE.

SOURCE: DIRECT MAIL AND SPACE ADVERTISING
DIRECT TO PUBLISHER INQUIRIES

MAXIMUM WEIGHT:
1/4 OUNCE

MAXIMUM SIZE:
8 1/4 X 10 1/4

MAXIMUM INSERTS: 6

MINIMUM ORDER:
25,000

SAMPLE REQUIRED

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