

BYRUM & FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

45100S

EQUESTRIAN/HORSE ENTHUSIASTS DATABASE

Equestrians and horse enthusiasts rely on publications, newsletters and catalog offers to keep abreast of information on training, riding, competing, health care, conditioning, tack, feed, clothing and other topics. This comprehensive list consists of mail order, online and catalog buyers. These individuals are passionate about horses and are interested in receiving information in the areas listed. All are double opt-in qualified. Select by riding style, age, income, homeowner, marital status, presence of children, credit card users, phones and more. Sourced from direct mail and telemarketing response.

Total Database - 4,231,164

Available Selects - \$5/M

	<u>Postal</u>	<u>Phones</u>
Horse Owners	512,654	46,138
Horse Businesses	85,246	7,672
Horse Trailer Owners	256,732	23,105
Horseback Riding	612,575	55,132
Competitive Riders	159,273	14,334
Mail Order Buyers	600,360	54,032
Online Buyers	682,450	61,420
Riding Apparel Buyers	683,336	61,500
Tack, Grooming & Other Supplies Buyers	88,646	7,978
Veterinary Supplies Buyers	267,496	24,074
Magazine Subscribers	32,408	2,916
Book Buyers	40,103	3,609
English Style Riders	59,986	5,398
Western Style Riders	149,899	13,490

Terms and Pricing

Minimum Order	5000	Recency (3 Mos)	\$20/M	Geo Select	\$5/M
Base	\$95/M	Recency (6 Mos)	\$15/M	Geographic Selec	\$5/M
E-Mail	\$50/F	Recency (12 Mos)	\$10/M	Age/Income Selec	\$5/M
FTP	\$50/F	Telephones	\$35/M	Key Coding	\$5/M

Brokers Welcome

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