



CHAMISA RIDGE CATALOG BUYERS

Selections:

Gender	\$7.00/M
State, SCF, Zip	\$7.00/M
Cancellation Fee	\$50.00/F
Running Charges	\$10.00/M

Addressing:

Key Code	\$5.00/M
Mag Tape	\$35.00/F
CD Rom	\$50.00/F
Email	\$75.00/F
Cartridge	\$35.00/F

Minimum Order:

5,000

Unit of Sale:

\$80.00

Source:

100% Direct Mail Sold

Gender:

78% Female
Selectable

Segments:

3,648	6	Month Buyers	\$105.00/M
8,142	12	Month Buyers	\$100.00/M
		Fundraisers/Publishers	\$70.00/M

Names Thru: 06/30/08 Next Update: 07/15/09

List Description:

Chamisa Ridge offers mailers the most direct access to horse and animal lovers nationwide. Their affluent customers, mostly female, have purchased a wide range of natural supplements and herbal remedies for horses. In addition, many of their buyers have purchased equestrian-inspired apparel, jewelry and gifts. Look no further for catalog buyers committed to their horses and lifestyle. Test this great list for all equestrian, western, and animal offers.

List Usage:

Dressage Today	Front Range Equine Rescue
Herrington	Holt Products
Lifesaver Horse Rescue	National Wildlife Federation
Nature Conservancy	Practical Horseman
State Line Track	US Dressage Federation

Sample Mailing Piece Required

catalyst direct marketing

v(973) 831-4222 • f(973) 831-1933

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