

Pet Product and Supply Buyers 488,300 Last 12 Month Buyers 76,200 with E-mail Addresses

Description: These buyers have purchased products and supplies for their beloved pets via the Internet, leading catalogs, and/or mail. Purchases include pet products for cats, dogs, fish, and birds. From food and snack items to toys, leashes, and aquarium products, this group of animal lovers considers their pet to be a part of their family and cares for its health and well being. Reach them through direct mail, e-mail marketing, and/or telephone contact. Monthly hotline available.



Selections include: Age, Income, Ethnicity, Lifestyle Interest, Recency, Frequency, Dollar Amount, and E-mail Address

Ideal prospects for: Pet Products, Gifts, Fundraising, Charitable Donations, Magazine Subscriptions, Veterinarian/Health Services, Books and Catalogs, Insurance Offers, Boarding Services, and Training Schools

BASE (includes all selects) \$80/M

MATERIAL CHARGES

E-mail \$50/F

ADDITIONAL SELECTION CHARGES

SCF \$5/M
State \$5/M
Zip Code \$5/M
Run Charges \$8/M
E-mail Address \$85/M
Deployment \$10/M

Minimum Postal Order: 5,000

Minimum E-mail Order: 20,000

Net Name Policy: Please Inquire

Rental Price is for one time usage

Update Schedule: April 2010

For all inquiries, counts and orders please contact:
Marketing Department
solutions@datalinedata.com