

1800PETSUPPLIES.COM BUYERS

45,173	12 MONTH BUYERS	\$110.00/M	UNIT OF SALE:
18,891	6 MONTH BUYERS	\$115.00/M	\$110.00 AVERAGE
8,253	3 MONTH BUYERS	\$120.00/M	

GENDER: 55% FEMALE  
CAN SELECT

1800PETSUPPLIES.COM IS THE PREMIER ONLINE PET SUPPLY STORE THAT OFFERS EVERYTHING AN OWNER WOULD NEED FOR THEIR DOG, CAT, BIRD, FISH, FERRET, REPTILE, EXOTIC AND OTHER SMALL ANIMALS. THEY ARE COMMITTED TO EXPANDING THEIR PRODUCT SELECTION AND BRINGING THEIR CUSTOMERS THE LATEST AND GREATEST IN PRODUCTS AND SUPPLIES AT THE BEST PRICES. ANIMAL LOVERS WILL ALSO FIND A LARGE PHARMACY AND A LARGE SELECTION OF BOWLS, TOYS, COLLARS, LEASHES AND CLOTHING AVAILABLE WITH THEIR FAVORITE NBA, MLB, NFL OR NCAA COLLEGE TEAM LOGO.

ADDRESSING:  
EMAIL  
FTP

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

THESE PET OWNERS, WITH AN AVERAGE AGE OF 50 AND AN AVERAGE INCOME OF \$55,000, PURCHASE ALL TYPES OF PRODUCTS FOR THEIR PETS: BEDS AND BEDDING; CRATES AND CAGES; FURNITURE; FEEDERS AND WATERERS; FOOD AND SUPPLEMENTS; GROOMING AND TRAINING SUPPLIES; DOORS AND GATES; AND TRAVEL CARRIERS. THEY SPEND THEIR DISCRETIONARY INCOME PROVIDING THE BEST IN HEALTH CARE AND VETERINARY SERVICES AS WELL AS THE BEST IN HOUSING ACCOMODATIONS. MANY ARE PROFESSIONAL GROOMERS, BREEDERS AND TRAINERS THAT PURCHASE BOOKS AND VIDEOS TO STAY INFORMED OF THE NEWEST TECHNIQUES IN THEIR FIELDS.

SAMPLE REQUIRED

THRU: DECEMBER 17  
NEXT: JULY 18

DUE TO THEIR DEDICATION TO THEIR FAVORITE BREED, THESE PET OWNERS OFTEN PURCHASE GIFTS, HOME AND OFFICE DECOR ILLUSTRATING THEIR BELOVED PETS.

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.  
ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.  
ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: INTERNET/ONLINE/WEBSITE

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
LIFESTYLE DEMOGRAPHICS	\$15.00/M
HOUSEHOLD DEMOGRAPHICIS	\$10.00/M
EMAIL OR FTP	\$50.00

CONTACT LIST MANAGER EMAIL: [Dorothy@midwestdm.com](mailto:Dorothy@midwestdm.com)

**Midwest Direct Marketing, Inc.**

501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320  
Email: [info@midwestdm.com](mailto:info@midwestdm.com)