

CAMINO BOOKS, INC

14,646 MASTERFILE BOOK BUYERS \$70.00/M
 5,213 12 MONTH BOOK BUYERS \$400.00 FLAT

CAMINO BOOKS PROVIDES AN INVALUABLE RESOURCE FOR DOG BREEDERS. NOT ONLY DO THESE BOOKS CONTAIN ALL OF THE SHOW CHAMPIONS AND PRODUCING BLOODLINES, BUT INCLUDE ARTICLES, BREEDERS AND KENNEL ADVERTISEMENTS AND MANY PHOTOS OF CHAMPIONS AND TITLEHOLDERS IN THE BREED.

GENDER: 65% FEMALE
 CAN SELECT
 ADDRESSING:
 SEE SELECTIONS

CAMINO BOOK BUYERS ARE PROFESSIONAL SHOW DOG BREEDERS, GROOMERS, TRAINERS, HOBBYISTS, KENNEL OWNERS, DOG SHOW JUDGES, HUNTERS AND SPORTSMEN. THEY HAVE AN AVERAGE AGE OF 49 AND AVERAGE INCOME OF \$50-74,000 AND ARE MOSTLY FEMALE.

KEYING: \$2.00/M
 MINIMUM ORDER:
 5,000

SPECIFIC BREED SELECTIONS ARE AVAILABLE AS WELL AS THE FOLLOWING BREED GROUP SELECTIONS AT AN ADDITIONAL \$15/M:

HERDING TERRIER
 HOUND TOY
 NON-SPORTING WORKING
 SPORTING

SAMPLE REQUIRED
 THRU: OCTOBER 17
 NEXT: MAY 18

THESE DOG LOVERS REQUIRE ALL THINGS CANINE FOR HOME, KENNEL, GROOMING SALON, SHOWS AND HUNTING. THEY PURCHASE HIGH QUALITY PET FOODS AND SUPPLEMENTS, CAGES, TRAVEL CARRIERS, DOG TOYS, PRESCRIPTION DRUGS, VACCINES, ELECTRONIC COLLARS, WORMERS, FEEDERS AND WATERERS, GROOMING SUPPLIES, BEDDING, COLLARS, LEASHES, AND MUCH MORE. THEY ALSO KEEP CURRENT WITH TRENDS AND INFORMATION IN THE CANINE INDUSTRY THROUGH MAGAZINE SUBSCRIPTIONS, BOOKS AND VIDEOS. THEY TRAVEL FREQUENTLY TO ENTER THEIR PRIZED DOG IN SHOWS. OWNERS OF SPORTING DOGS ARE AVID HUNTERS WHO PURCHASE ALL OF THE EQUIPMENT AND SUPPLIES FOR THE HUNT INCLUDING GUNS, BOWS AND ARCHERY EQUIPMENT, CAMOUFLAGE APPAREL, CALLS, VIDEOS AND BOOKS.

SOURCE: INTERNET, DIRECT MAIL, SPACE ADVERTISING

SELECTIONS: STATE, SCF, ZIP \$6.00/M
 ZIP FILE SET-UP FEE \$50.00
 LIFESTYLE DEMOGRAPHICS \$10.00/M
 SPECIFIC BREED \$15.00/M
 BREED GROUP \$15.00/M
 GENDER \$6.00/M
 ELECTRONIC DELIVERY \$50.00

CONTACT LIST MANAGER: DOROTHY J. RUSK - 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