

**CATSUMER REPORT MAGAZINE**

6,174 MASTERFILE

\$90.00/M

UNIT OF SALE:  
\$18.00 AVERAGE

CATSUMER REPORT WAS "THE MAGAZINE FOR SERIOUS CAT OWNERS." THIS HIGHLY SPECIALIZED MAGAZINE CONTAINED ARTICLES ON NEW PRODUCT REVIEWS, FOOD, TOYS AND HEALTH CARE ISSUES AS WELL AS INFORMATION ON TRAVEL AND INSURANCE FOR THE FELINE. HUMOROUS AND HEART-TOUCHING STORIES BY WELL RESPECTED AUTHORS WERE INCLUDED AS WELL.

GENDER: 86% FEMALE  
CANNOT SELECTADDRESSING:  
SEE SELECTIONS

KEYING: \$2.00/M

WITH AN AVERAGE AGE OF 40 AND AN AVERAGE INCOME OF \$50,000+, MANY ARE BREEDERS THAT PARTICIPATE IN CAT SHOWS SPENDING WELL OVER \$1300 ANNUALLY ON THEIR FELINES.

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THESE CAT LOVERS ARE NOT YOUR GENERAL CAT OWNERS. THEIR CAT IS AN IMPORTANT PART OF THEIR FAMILY AND THEY PURCHASE THE ABSOLUTE BEST IN FOOD, TOYS, LITTER, AND VETERINARY CARE.

THRU: MAY 17  
NEXT: DECEMBER 17

THEIR HOMES AND OFFICE DECOR, CHOICE OF APPAREL AND JEWELRY ALL WILL REFLECT THE FELINE THEME.

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: DIRECT RESPONSE AND INTERNET

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
ELECTRONIC DELIVERY	\$50.00

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