

**ELITE DOG**

179,043	12 MONTH DOG ENTHUSIASTS	\$70.00/M	
86,491	12 MO BREEDERS & HANDLERS	\$85.00/M	
44,841	12 MO RESCUE GROUP MEMBERS	\$85.00/M	
79,986	12 MO MAIL ORDER RESPONDERS	\$85.00/M	GENDER: 50% FEMALE
83,979	12 MO DONORS TO ANIMAL CAUSE	\$85.00/M	CAN SELECT
33,379	12 MO BOOK BUYERS OR SUBS	\$85.00/M	
	MULTIPLE PET OWNERS	+ \$10.00/M	
	6 MONTH HOTLINE	+ \$10.00/M	ADDRESSING:
	3 MONTH HOTLINE	+ \$15.00/M	SEE SELECTIONS
	1 MONTH HOTLINE	+ \$20.00/M	
	EMAIL ADDRESSES	INQUIRE	

KEYING: \$2.00/M

THESE DOG ENTHUSIASTS SPEND THOUSANDS OF DOLLARS ON THEIR PETS AND RELATED ACTIVITIES. FROM OWNERS TO SPECIALTY BREEDERS, SHOW PARTICIPANTS AND HANDLERS, THEY PURCHASE HEALTH/VETERINARY PRODUCTS, BOOKS AND VIDEOS, TRAVEL CRATES AND BEDS, GROOMING SUPPLIES AND PERFORMANCE BLENDED AND DIETARY PET FOODS.

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

UPDATED MONTHLY

WITH AN AVERAGE INCOME OF \$40,000+ AND THE AVERAGE AGE OF 40, THESE ANIMAL LOVERS RELY ON EDUCATIONAL MATERIALS AND QUALITY PRODUCTS TO PROVIDE THE BEST OF CARE TO THEIR PETS.

A LARGE PORTION OF THESE ENTHUSIASTS ARE MEMBERS OF FORMAL OR INFORMAL DOG RESCUE GROUPS WHICH ADOPT AND HOUSE STRAYS, NEGLECTED AND ABUSED DOGS. THE DOGS ARE THEN PLACED INTO CARING HOMES OF CAREFULLY SCREENED PET ADOPTION APPLICANTS.

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: BREEDER ROSTERS, DOG SHOWS,  
RESCUE GROUPS MEMBERSHIP

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
PHONE NUMBERS	\$30.00/M
ELECTRONIC DELIVERY	\$50.00

**CONTINUED ON NEXT PAGE****Midwest Direct Marketing, Inc.**

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**ELITE DOG (CONTINUED)**

\*\* USAGE \*\*

ALPHA DOG  
ANIMAL CARE  
ASPCA  
BEST FRIENDS ANIMAL SOC

HUMANE SOCIETY OF U.S.  
LENDING USA  
PAWS CHICAGO  
PET EDGE  
PET EXPO

PET SUPPLIES PLUS  
QMC SERVICE DOGS  
US RETAIL INC

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