

**GOOD DOG! MAGAZINE**

41,007 SUBSCRIBERS AND BOOK BUYERS \$100.00/M

UNIT OF SALE:  
\$21.00 AVERAGE

GOOD DOG! MAGAZINE OFFERS ARTICLES AND INFORMATION FOR THE AVID DOG OWNER. EDITORIAL FEATURES INCLUDE PRODUCT TEST REPORTS AND ARTICLES ON NUTRITION, HEALTH AND TRAINING. THE MASTERFILE CONSISTS OF SUBSCRIBERS, E-ZINE SUBSCRIBERS, EXPIRES, DIRECT MAIL PRODUCT BUYERS, BOOK AND VIDEO BUYERS FROM THIS TIGHTLY-GUARDED LIST.

GENDER: 70% FEMALE  
CAN SELECTADDRESSING:  
SEE SELECTIONS

KEYING: \$2.00/M

THESE SUBSCRIBERS SPEND AN AVERAGE OF \$1500 PER YEAR ON THEIR DOGS AND RELATED EXPENSES. THEY ARE COLLEGE EDUCATED, HAVE AN AVERAGE INCOME OF \$62,000+ AND AN AVERAGE AGE OF 45. MANY ARE BREEDERS OR CONFORMATION EXHIBITORS, 33% ARE OBEDIENCE ENTHUSIASTS AND 21% ARE ACTIVE IN BEHAVIOR TRAINING.

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THRU: NOVEMBER 17  
NEXT: JUNE 18

BECAUSE OF THE DEDICATION TO THEIR PETS, THESE READERS ARE INTERESTED IN HEALTH ISSUES, TRAINING AND OBEDIENCE TECHNIQUES, BREEDING AND NUTRITION. THEY SPEND DISCRETIONARY INCOME ON BOOKS, FOOD, BEDDING, MEDICATIONS, CHEWS, TOYS, FLEA PRODUCTS, GIFTS AND TRAVEL.

THESE CONSUMERS AVERAGE 4 DOGS PER HOUSEHOLD AND 27% OWN CATS, WITH AN AVERAGE OF 4 PER HOUSEHOLD.

ADDITIONAL SELECTIONS AVAILABLE AT \$10.00/M INCLUDE:  
MAIL ORDER BUYERS = 25,632  
DONORS TO ANIMAL CAUSES = 16,789

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 &amp; INTERNET SUBSCRIBERS

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

\*\* USAGE \*\*

ANIMAL CARE	GUIDING EYES FOR BLIND	INT'L FUND ANIMAL WELFARE
BELVOIR PUB/YOUR DOG	GUIDEPOSTS	SPRINGTIME, INC.
DAILY CARE	HUMANE SOCIETY	

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