

**CAMINO BOOKS, INC**

15,552 MASTERFILE BOOK BUYERS \$70.00/M  
 5,297 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: MARCH 19  
 NEXT: OCTOBER 19

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

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