

**THE CAT BARN**

57,096 12 MO BUYERS/PAID REQUESTORS \$85.00/M UNIT OF SALE:  
 41,247 12 MO BUYERS \$95.00/M \$25.00 AVERAGE  
 EMAIL ADDRESSES - INQUIRE

THE ULTIMATE CATALOG FOR THE MOST DISCRIMINATING CAT LOVER! WHETHER YOU LOVE EXOTIC OR FUN-LOVING CATS, THIS CATALOG HAS SOMETHING FOR ALL FELINE FANS. SOME OF THE FEATURED SPECIALTY PRODUCTS INCLUDE: CAT ART, STATIONERY, APPAREL, JEWELRY, ACCESSORIES, SEASONAL PRODUCTS, GREETING CARDS, HOLIDAY WRAP AS WELL AS INTERNATIONAL SPECIALTIES TO SATISFY ALL PET LOVERS AND OWNERS.

THE AVERAGE AGE OF THESE SPECIALTY BUYERS IS 50 AND THEIR AVERAGE INCOME IS \$55,000. THESE BUYERS HAVE ONLY THE FELINE THEME IN MIND WHEN THEY DECORATE THEIR HOME OR OFFICE. THEY HAVE PURCHASED KITTY COLLECTIBLE ITEMS, NOVELTY GIFTS AND SPECIALTY PRODUCTS TO SPOIL THEIR ANIMALS.

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID FULL. DEMOGRAPHICS BY NCDB. ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: 80% CATALOG 20% INTERNET

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
INCOME OR AGE	\$10.00/M
DONORS/CONTRIBUTORS	\$10.00/M
SUBSCRIBERS	\$10.00/M
PHONES	\$30.00/M
CREDIT CARD HOLDERS	\$15.00/M
ELECTRONIC DELIVERY	\$50.00

\*\* USAGE \*\*

ALPHA DOG  
ANIMAL CARE

HUMANE SOCIETY U.S.  
PREMIER EVENTS

SPCA - TX

CONTACT LIST MANAGER EMAIL: [Dorothy@midwestdm.com](mailto:Dorothy@midwestdm.com)

GENDER: 67% FEMALE  
CAN SELECT

ADDRESSING:  
SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THRU: NOVEMBER 19  
NEXT: JUNE 20