

DOG.COM

30,517	12 MONTH BUYERS	\$110.00/M	UNIT OF SALE:
14,887	6 MONTH BUYERS	\$115.00/M	\$180.00 AVERAGE
7,539	3 MONTH BUYERS	\$120.00/M	

GENDER: 65% FEMALE  
CAN SELECT

DOG.COM PROVIDES EVERYTHING A DOG OWNERS NEEDS FOR THEIR FAITHFUL FRIENDS. NOT ONLY DO THEY PROVIDE THE LARGEST SELECTION OF PRODUCTS AVAILABLE AT THE BEST PRICES, THEY ALSO PARTNERSHIP WITH SEVERAL NATIONAL AND LOCAL RESCUE AND ADOPTION FACILITIES, SUCH AS THE ASPCA, TO HELP PROVIDE HOMES FOR OUR LOVEABLE FRIENDS IN NEED.

ADDRESSING:  
EMAIL  
FTP

THESE DOG LOVERS, WHETHER NEW PUPPY OR SENIOR DOG OWNERS, PURCHASE ALL TYPES OF PRODUCTS AND ACCESSORIES. FROM THE STAPLES OF BEDS, BOWLS AND FEEDERS, AND DOORS AND GATES TO THE SPECIALTY ITEMS OF TOYS, APPAREL, COLLARS, HARNESSSES AND LEASHES WITH THEIR FAVORITE NFL, MLB, NBA AND NCAA COLLEGE TEAM LOGO. MANY ARE GROOMERS, AMERICAN KENNEL CLUB (AKC) BREEDERS AND TRAINERS THAT ALSO PURCHASE CARRIERS AND CRATES FOR TRAVEL.

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THRU: FEBRUARY 19  
NEXT: AUGUST 19

THESE OWNERS PROVIDE THE HIGHEST QUALITY DOG FOOD AND TREATS AND PURCHASE THE BEST IN VETERINARIAN SERVICES TO KEEP THEIR PETS HEALTHY AND MAINTAIN THEIR PHYSICAL, MENTAL AND EMOTIONAL WELL-BEING. WITH AN AVERAGE AGE OF 60 AND AN AVERAGE INCOME OF \$67,000, THESE OWNERS SPEND THEIR DISCRETIONARY INCOME ON A WIDE RANGE OF PRODUCTS TO SPOIL THEIR 4-LEGGED MEMBER OF THE FAMILY.

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 IN FULL. ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: INTERNET/ONLINE/WEBSITE

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
LIFESTYLE DEMOGRAPHICS	\$15.00/M
HOUSEHOLD DEMOGRAPHICS	\$10.00/M
EMAIL OR FTP	\$50.00

\*\*\*USAGE\*\*\*

ANIMAL CARE

ASPCA

TUFT'S UNIVERSITY

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