

ELITE DOG

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|---------|------------------------------|-------------|--------------------|
| 181,422 | 12 MONTH DOG ENTHUSIASTS | \$70.00/M | |
| 86,883 | 12 MO BREEDERS & HANDLERS | \$85.00/M | |
| 45,159 | 12 MO RESCUE GROUP MEMBERS | \$85.00/M | |
| 105,636 | 12 MO MAIL ORDER RESPONDERS | \$85.00/M | GENDER: 50% FEMALE |
| 88,745 | 12 MO DONORS TO ANIMAL CAUSE | \$85.00/M | CAN SELECT |
| 32,171 | 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

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

CONTINUED ON NEXT PAGECONTACT LIST MANAGER EMAIL: Scott@midwestdm.com

ELITE DOG (CONTINUED)

** USAGE **

ALPHA DOG
ANIMAL CARE
ASPCA

HUMANE SOCIETY OF U.S.
LENDING USA
SHUTTERFLY PETS

SPRINGTIME, INC
SPCA - TX

CONTACT LIST MANAGER EMAIL: Scott@midwestdm.com