

NORTHEAST CANINE COMPANION

41,766 MAGAZINE SUBS MASTERFILE \$95.00/M

UNIT OF SALE:
\$20.00 AVERAGE

NORTHEAST CANINE COMPANION WAS PUBLISHED MONTHLY TO SERVE THE NEEDS OF HOBBY AND PROFESSIONAL DOG OWNERS. IT FEATURED ARTICLES ON HEALTH, TRAINING, UPCOMING NATIONAL EVENTS, SEMINAR NEWS AND BOOK REVIEWS. THERE WAS SOMETHING FOR EVERYONE IN THE PUBLICATION.

GENDER: 60% FEMALE
CAN SELECTADDRESSING:
SEE SELECTIONS

SUBSCRIBERS WERE SERIOUS DOG OWNERS STRIVING TO PROVIDE THE VERY BEST IN ANIMAL CARE:

KEYING: \$2.00/M

99.3% OWN AT LEAST ONE DOG. THE AVERAGE NUMBER OF DOGS OWNED IS 5.7.

MINIMUM ORDER:
5,000

56% CONSIDER THEMSELVES "PROFESSIONAL" DOG FANCIERS (BREEDERS, DOG-SHOW JUDGES, HANDLERS, TRAINERS, ETC.)

SAMPLE REQUIRED

THRU: OCTOBER 19
NEXT: MAY 20

94% EXHIBITED THEIR DOGS IN AT LEAST TWO CHAMPIONSHIP SHOWS DURING THE PAST 12 MONTHS

74% FEED THEIR DOGS "PREMIUM" DOG FOOD

60% INTEND TO TAKE A FOREIGN DOG SHOW TRIP COSTING OVER \$1,000 IN THE NEXT 12 MONTHS

23% OWN VEHICLES ESPECIALLY FASHIONED FOR THEIR DOG HOBBY/BUSINESS.

THE AVERAGE SUBSCRIBER SPENDS OVER \$3000 PER YEAR FEEDING AND TRAINING THEIR DOG. THEY ARE INTERESTED IN A WIDE VAREITY OF PRODUCTS FROM PET FOOD, TOYS, TRAINING VIDEOS AND BOOKS, TRAVEL SERVICES, VETERINARY AND HEALTH SUPPLIES, TO DOG ORIENTED HOME AND OFFICE DECOR AND GIFTS.

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: DTP SUBSCRIBERS, EXPIRES, INQUIRIES

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
INCOME SELECT	\$10.00/M
ELECTRONIC DELIVERY	\$50.00

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