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| 42,204 | GROOMERS & KENNEL OPERATORS | \$80.00/M | UNIT OF SALE: |
| 15,079 | DOG TRAINERS & BREEDERS | \$80.00/M | \$50.00 AVERAGE |
| 7,097 | PET SHOPS & RETAILERS | \$80.00/M | |
| 28,362 | VETERINARIANS | \$80.00/M | GENDER: |
| 5,527 | HUMANE SHELTERS AND | \$80.00/M | CAN SELECT |
| | CANINE SEARCH & RESCUE | | |
| 7,706 | PET INDUSTRY MANUFACTURERS | \$80.00/M | ADDRESSING: |
| | EMAILS - PLEASE INQUIRE | | SEE SELECTIONS |

THESE PROFESSIONALS ARE INTERESTED IN ANY AND ALL LITERATURE PERTAINING TO THEIR BUSINESS. THEY ARE ACTIVE PARTICIPANTS IN NATIONAL AND INTERNATIONAL GROOMING SHOWS EITHER AS CONTESTANTS OR JUDGES. AWARDS OBTAINED AT THESE HIGH-LEVEL SHOWS ARE CRITICAL TO THE SUCCESS OF THEIR BUSINESS. THEY ARE THE TREND-SETTERS OF THE GROOMING INDUSTRY.

KEYING: \$2.00/M

MINIMUM ORDER:
INQUIRE

SAMPLE REQUIRED

UPDATED MONTHLY

THE PROFESSIONAL TRAINERS AND VETERINARIANS WORK HAND-IN-HAND WITH THESE GROOMERS TO PROVIDE THE BEST IN CARE AND PERFORMANCE FOR THE PET OWNER TO HELP THEM ACHIEVE THESE COVETED SHOW AWARDS.

THESE PET GROOMERS, SALON OWNERS, KENNEL OPERATORS, VETERINARIANS, PET SHOP OWNERS, PET SITTERS AND DOG TRAINERS ARE TRUE PET CARE PROFESSIONALS WHO CARE ABOUT THEIR CLIENTS AND THEIR INDUSTRY. THESE BUSINESS OWNERS PURCHASE GROOMING SUPPLIES AND EQUIPMENT, SHAMPOOS, CONDITIONERS, PET SUPPLEMENTS, VACCINES, LEADS AND OTHER HIGH-END PET PRODUCTS. THEY ALSO PURCHASE BOOKS AND VIDEOS ON NEW TRAINING AND GROOMING TECHNIQUES AND DECORATE THEIR HOMES AND OFFICES WITH PET-THEMED ITEMS.

DUE TO THEIR DEDICATED INVOLVEMENT WITH PETS, THEY ARE ALSO GENEROUS DONORS TO ANIMAL CAUSES AND SPONSORS OF PET EVENTS.

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: DIRECT RESPONSE, CLUB ROSTERS, AND MEMBERSHIPS

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| SELECTIONS: | STATE, SCF, ZIP | \$6.00/M |
| | BUSINESS DEMOGRAPHICS | \$15.00/M |
| | COMPANY ANNUAL REVENUE | \$15.00/M |
| | MAIL ORDER BUYERS | \$15.00/M |
| | MAGAZINE SUBSCRIBERS | \$15.00/M |
| | NUMBER OF EMPLOYEES | \$15.00/M |
| | DONOR TO HUMANE CAUSES | \$15.00/M |
| | PHONES | \$20.00/M |
| | EMAIL DELIVERY | \$50.00 |

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