

**WORLD OF PETS EXPO**

12,446 EXPO ATTENDEES AND BUYERS \$95.00/M UNIT OF SALE:  
\$50.00 AVERAGE

THE WORLD OF PETS EXPO IS THE LARGEST AND MOST WELL KNOWN EAST COAST PET EXPO AND EDUCATIONAL EXPERIENCE DESIGNED TO PROVIDE ANIMAL AND PET LOVERS WITH AN ALL-INCLUSIVE EVENT FILLED WITH ENTERTAINMENT, EDUCATIONAL OPPORTUNITIES, WORKSHOPS, SEMINARS, DEMONSTRATIONS, GUEST SPEAKERS, SPECIAL ATTRACTIONS, PET SHOPPING AND ANIMAL SHOWS. THE EXPO OFFERS A WEALTH OF KNOWLEDGE AND A WORLD OF FUN FOR THOUSANDS OF CONSUMERS THAT ARE PASSIONATE ABOUT AND INVESTED IN A LOVE OF PETS AND ANIMALS. THE EXPO OFFERS SPECIFIC EDUCATIONAL AREAS THAT OFFER AN EXTENSIVE INTRODUCTION TO SEVERAL PET TYPES - WORLD OF DOGS, WORLD OF CATS, WORLD OF BIRDS, WORLD OF REPTILES, AND HORSELAND FOR THE EQUINE ENTHUSIAST.

GENDER: 50/50  
CAN NOT SELECT

ADDRESSING:  
EMAIL  
FTP

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THESE AVID PET AND ANIMAL LOVERS CONSIDER THEIR PET TO BE A MEMBER OF THE FAMILY. THEIR PETS ARE PAMPERED WITH THE BEST QUALITY COLLARS, BEDDING, CLOTHING, FOOD AND VETERINARY CARE. WHETHER PET-CURIOUS OR A PET EXPERT, THESE CONSUMERS SPARE NO EXPENSE WHEN IT COMES TO THE FAMILY PET.

THRU: AUGUST 23  
NEXT: MARCH 24

THESE ANIMAL LOVERS OWN DOGS, CATS, SMALL ANIMALS LIKE GUINEA PIGS AND RABBITS, BIRDS, REPTILES, HORSES AND EXOTIC ANIMALS. THEIR PASSION FOR ANIMALS ENTICES THEM TO PURCHASE PET THEMED AND PERSONALIZED APPAREL, GIFTS AND HOME DECOR. THEY ALSO PURCHASE UNIQUE HOUSING, SUPPLIES AND EQUIPMENT, BARN AND STABLE SUPPLIES, TACK, SADDLES AND SPECIALIZED ITEMS FOR THEIR PET'S CARE.

THESE BUYERS AND EXPO ATTENDEES STAY CURRENT WITH NEW TRAINING, BREEDING AND CARE TECHNIQUES AND NEW PRODUCTS THROUGH BOOKS, VIDEOS, PERIODICALS AND MAGAZINE SUBSCRIPTIONS. DUE TO THEIR PASSION, MANY DONATE TO ANIMAL CHARITIES AND RESCUE GROUPS THAT SAVE AND PROVIDE LOVE AND CARE FOR THEIR FAVORITE PETS.

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 \$100 CANCELLATION FEE.

SOURCE: EXPO ATTENDEES AND BUYERS

SELECTIONS: STATE, SCF, ZIP \$6.00/M  
EMAIL \$60.00  
FTP \$75.00

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

**Midwest Direct Marketing, Inc.**  
Midwestdm.com (913) 686-2220 Email: info@midwestdm.com