

BYRUM & FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

75600S

AMERICA'S WEALTHIEST DOG PAMPERERS

Comprised of upscale dog owners, these devoted pet enthusiasts treat their dog like a member of their family! They are concerned about the well being of their dog and spare no expense when it comes to keeping their pet healthy and happy. These affluent dog owners reside in the most exclusive neighborhoods as identified by a major financial magazine, and have income levels of \$80K+. They are homeowners and high credit card users. These affluent pet catalog shoppers are willing to pay top dollar for quality pet products and accessories, and enjoy pampering their pets with a variety of pet products, pet food, pet magazines, pet friendly travel and veterinary services. Sourced from direct mail and telemarketing response.

Total Database - 101,374

Available Selects \$5/M

Donors	5,224
Mail Order Buyers	19,002
Multiple Pet Owners	8,011
Pet Food Buyers	26,070
Pet Hotels	599
Pet Magazine Subscribers	3,898
Pet Services/Groomers	4,454
Pet Toy Buyers	16,010
Presence of Children	9,456
Veterinary Services	8,650

Additional Selects

Age	Household Income
Dwelling Type	Length of Residence
Ethnic	Marital Status

Terms and Pricing

List Rental	\$90/M	Telephone Numbers	\$35/M	Gender Select	\$5/M
Minimum Order	5000	Recency Select (3 mos)	\$20/M	Geographic Select	\$5/M
Email	\$50	Recency Select (6 mos)	\$15/M	Age/Income Select	\$5/M
FTP	\$50	Recency Select (12 mos)	\$10/M	Key Coding	\$5/M

Brokers Welcome

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