

# BYRUM FLEMING

Mailing List Brokerage and Management

[www.byrumfleming.com](http://www.byrumfleming.com)

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## PET OWNERS BY MAIL ORDER RESPONDERS

We have done the work for you and sniffed out direct mail responders identified as pet owners. These active buyers enjoy the convenience of ordering pet-specific products from the comfort of home in the company of their beloved pets. This database of responders is pet specific with selects of cat owners, dog lovers and other pets (birds, fish, etc...). This group is interested in purchasing a variety of pet products including food, grooming, toys, health care and medicines. In addition, they are very interested in educational tools such as magazine publications, newsletters, books and videos on training and breeding. Other selections are available to further define this group by age, home equity and number in household.

**Total Database-697,981**

Available Selects \$5/M

Cat Lovers	265,884
Dog Owners	386,776
Other Pets: Birds, Fish etc...	45,321

### Terms and Pricing

List Rental	\$90/M	Recency Select (3 mos)	\$20/M	Gender Select	\$5/M
Minimum Order	3000	Recency Select (6 mos)	\$15/M	Geographic Select	\$5/M
FTP	\$50	Recency Select (12 mos)	\$10/M	Age/Income Select	\$5/M
EMail	\$50	Telephones	\$35/M	Key Coding	\$5/M

*Brokers Welcome*