

BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

44400B

PET OWNERS DATABASE

Many would consider their home incomplete without a pet. These pet owners are no exception. Their pets are an important part of the household and their care and well-being is a high priority to them. Reach individuals who have indicated that they want to receive information concerning pet related offers. The pet owners available here should work well for any pet related offers and more through your direct mail, telemarketing or email campaigns.

Total Database - 4,567,153

Available Selects \$8/M

Pet Product Catalog Buyers	865,746
Pet Product Magazine Subscribers	964,237
Cat Owners	1,419,305
Dog Owners	1,759,945
Other Pets in Household (non-specific)	745,908

Terms and Pricing

List Rental	\$90/M	Telephone Numbers	\$35/M	Income Select	\$8/M
Minimum Order	5000	Recency (3 Mos)	\$20/M	Age Select	\$8/M
Email	\$50/F	Recency (6 Mos)	\$15/M	Gender Select	\$8/M
FTP	\$50/F	Keycoding	\$5/M	Geographic Select	\$8/M

Brokers Welcome