

Listopedia Consortium

Pet Owners

3,269,471	Total Universe/Base Rate	\$120/M
	Email	\$120/M
	Postal	\$120/M

The Pet Owners file consists of individuals who have indicated that they own a cat, dog or other pet.

These opted-in subscribers have provided detailed information to a lifestyle questionnaire and indicated that they would like to receive third party information. They are concerned about the well being of their pets and enjoy receiving information about pet products and services.

Pet Selects:

- Cat Owners
- Dog Owners
- Other Pets in the Household
- Online Pet Product Buyer
- Subscribers to Magazines

Recommended Usage: Test this file for pet food, pet magazines, pet friendly travel, veterinary services and more.

Special Instructions:

Minimum order is 10,000 records. Prepayment required for first time renters. Net terms available with approved credit. Turnaround time is 24-72 hours. Orders cancelled after email deployment or data processing require payment in full.

MAG List Code	TLC048
Minimum Order	10,000
List Type	Consumer
Opt-In	Confirmed Opt-In
Source	Internet/On-Line

SELECTS

Age	No Charge
Gender	No Charge
Geography	No Charge
Homeowner	No Charge
Household Income	No Charge
Income	No Charge
Lifestyle Select	No Charge
Marital Status	No Charge
Monthly Hotline	No Charge
Pet Select	No Charge
Presence of Children	No Charge

ADDRESSING

Additional Creative	\$250/F
CD Rom	No Charge
Electronic Fulfillment	No Charge
Email Testing	No Charge
Run Charge	\$10/M
Suppression <250K	\$300/F
Suppression >250K	\$500/F
Tracking	No Charge

Sample Mailing Piece Required

Manager

Fran Cohen
 fran@mag4lists.com
 P-631-264-3802
 F-631-264-3806

Marketing Advisory Group, Inc.

"Your Direct Marketing Boutique"

120 Broadway, Suite A, Amityville, NY 11701
 Phone 631-264-3802 ♦ Fax-631-264-3806 ♦ www.mag4lists.com