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## Pet Lovers

**TOTAL FILE: 7.8 Million**

**Dogs = 6mm**

**BASE PRICE: \$80/CPM**

**Cats = 1.8 Million**

This community of caring pet lovers is extraordinarily passionate about their furry friends. Pet subscribers are ideal prospects for promotional offers, subscriptions, and high-end product and service offers for the home. Our Pet Lovers are predominantly dog and cat owners. They are Direct Mail Subscriber and/or Buyer, Online Subscriber and/or Buyer, Donor, Dog Owner and Cat Owner, PLUS all Standard Demographic and Geo Selects.

**Source site online:** [www.petco.com](http://www.petco.com)



### ***SELECTIONS:***

3 Month Hotline:	\$10/M
Geography:	\$5/M
Investment Type:	\$5/M
Income:	\$5/M
Net Worth:	\$5/M
Age:	\$5/M
Gender:	\$5/M
Marital Status:	\$5/M
Donor:	\$5/M
Ethnicity:	\$5/M
Religion:	\$5/M
Pet Select:	\$5/M
Homeowner:	\$5/M
Length of Residence:	\$5/M
Presence of Children:	\$5/M
Age of Child Present:	\$5/M
Telephones:	\$25/M

### ***UPDATE CYCLE:***

NCOA and ECOA quarterly, new names added daily.

### ***FORMAT:***

Cheshire Labels:	N/C
Pressure Sensitive Labels:	\$10/M
Telemarketing Cards:	\$10/M
CD-ROM/Zip Tape/ Diskette/E-Mail:	\$35 Flat

### ***CANCELLATION POLICY:***

Orders Cancelled after original mail date require payment in full. Orders cancelled prior to original mail date are subject to \$50/List, \$10/M running charge, format charges and shipping costs.