



## Purr-Fectly Pets!

390,000	30 Day Hotline	\$91/M
	Fundraising	\$75/M

### Description:

Purr-Fectly Pets! Identifies pet enthusiasts who have made a “purr-chase” for their special friend by mail or at the retail level. Many have inaugurated a brand new credit card when making their pet-related purchase!

Along with pet supplies, pet owners “purr-chase” products to make their homes and cars more pet-friendly, including furniture and car seat covers, high power vacuum cleaners, and household cleaning products. They also purchase pet themed products, gadgets, gifts and home wares. They will also donate to animal welfare and humane causes!

### Selections:

Dog Owners	\$11.00/M
Cat Owners	\$11.00/M
Age	\$11.00/M
Income	\$11.00/M
Gender	\$6.00/M
Homeowner	\$11.00/M
Length of Residence	\$11.00/M
Geography	\$6.00/M
Ethnicity / Religion	\$11.00/M
Marital Status	\$11.00/M
Donors	\$11.00/M
Apparel Buyers by Type: <i>Women's, Men's, Pre-Teen, Intimate Apparel</i>	\$11.00/M
Mail Order Buyer by Type: <i>Catalog; General Merchandise; Children's Reading; Health, Fitness, Exercise; Entertainment; Books, Music; Magazines; Investment, Financial Opportunities; Beauty Products; Sweepstakes Entrants</i>	\$11.00/M
Hobby Buyers by Type: <i>Craft's, Sewing – Buyer; Fishing; Gardening; Gourmet Cooking / Fine Food; Hunting/Shooting; Motorcycle; NASCAR; or Stamps, Coins, Collectibles</i>	\$11.00/M

Please inquire for additional selections!

### AVRICK DIRECT, INC.

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#### LIST TYPE

30 Day Hotline

#### UNIVERSE

6 Month 2,340,000

#### GEOGRAPHY

United States

#### SOURCE

Direct Mail and Retail

#### GENDER PROFILE

50% male / 50% female

#### MINIMUM ORDER

5,000 minimum order

#### ADDRESSING

Email/FTP: \$50 Flat

#### ORDERS OR COUNTS FOR THIS QUALITY LIST:

**Orders:** orders@avrick.com

**Counts:** counts@avrick.com

Phone: (805) 683-6551

Fax: (805) 683-6553

#### CONTACT INFORMATION

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