

Reach American Dog Owners



The American Dog Owners file is comprised of families and individuals who have one or more dogs in the household.

Segments

Price

Email	\$80.00 /M
Postal	\$80.00 /M
SMS/Mobile	\$150.00 /M
Multi Channel (Email & Postal)	\$120.00 /M
Multi Channel (Email & SMS/Mobile)	\$225.00 /M

Description

The **American Dog Owners File** is comprised of families and individuals who have one or more dogs in the household. These dog owners enjoy the loyalty and companionship of their beloved family pet whom most would regard as a member of the family. These dog owners represent a diverse range of demographics with segmentation available in regards to age, gender, family status, education, ethnicity, income, homeowner, occupation, presence of children and a full range of hobbies, interests, lifestyle qualifiers and purchase preference. These households contain dogs of all sizes and breeds including those from breeders, local pet shops and rescue dogs.

Additional lifestyle selects include upscale living and luxury lifestyle for pampered pup products, eco-living household for environmentally friendly pet products, donors to animal organizations and online pet product buyers.

Ideal list usage includes veterinarian services, vitamins and pet nutrition, obedience school and boarding, grooming, pet toys, training materials, pet treats and snacks, dietary needs such as food products for older or overweight dogs, premium food and treats, apparel and accessories, brushes and hygiene products, magazines, dog focused blogs, sites and social media, dog shows, pet hair cleaning products for the home, and much more!

Contact Us For More Information

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ID Number	339178
Universe	14,634,198
List Type	Consumer
Source	Internet Opt-in e-mail
Permission Level	Confirmed Opt-in
List Maintenance	
Market entry	05/30/2012
Counts through	01/18/2013

Selects

Age	No charge
Education	No charge
Ethnicity	No charge
Family Status	No charge
Hobbies	No charge
Gender	No charge
Homeowner	No charge
Income	No charge
Interests	No charge
Monthly Hotline	No charge
Occupation	No charge
Pets	No charge
Presence of Children	No charge
Purchase Preference	No charge
SCF	No charge
State	No charge
Zip Code	No charge

Geography

Domestic (US)

Addressing

ADDITIONAL CREATIVE	250.00 /F
EMAIL PERSONALIZATION	10.00 /M
EMAIL TESTING	No charge
EMAIL TRACKING	No charge
EMAIL TRANSMISSION	No charge
IMAGE HOSTING	No charge
POSTAL FILE DELIVERY	25.00 /F
RUN CHARGE	10.00 /M
SUPPRESSION FEE LESS THAN 250K NAMES -	300.00 /F
SUPPRESSION FEE MORE THAN 250K NAMES -	500.00 /F

> Targeted, Effective Results!
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