

## Reach American Cat Owners



The American Cat Owners file is comprised of families and individuals who have one more cats 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 Cat Owners file** is comprised of families and individuals who have one more cats in the household. These cat owners enjoy the companionship of their beloved cat while appreciating the independent nature unique to cats. The files includes multiple cat households, homes with indoor cats, and homes with primarily outdoor cats. These cat 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 purchasing preference.

Additional lifestyle selects include upscale living and luxury lifestyle for higher end cat 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, cat toys, kitty treats and snacks, dietary needs such as food products for older or overweight cats, premium food and treats, apparel and accessories, brushes and hygiene products, magazines, cat focused blogs, sites and social media, pet hair cleaning products for the home, and much more!

### Contact Us For More Information

Phone: 1.888.805.DATA (3282)  
 Email: [info@eTargetMedia.com](mailto:info@eTargetMedia.com)  
 Web: [www.eTargetMedia.com](http://www.eTargetMedia.com)

<b>ID Number</b>	339180
<b>Universe</b>	10,502,988
<b>List Type</b>	Consumer
<b>Source</b>	Internet, Opt-in Email
<b>Permission Level</b>	Confirmed Opt-in
<b>List Maintenance</b>	
Market entry	05/30/2012
Counts through	01/18/2013
<b>Selects</b>	
Age	No charge
Education	No charge
Ethnicity	No charge
Family Status	No charge
Gender	No charge
Hobbies	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
SCF	No charge
State	No charge
Zip Code	No charge
<b>Geography</b>	Domestic (US)
<b>Addressing</b>	
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

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