

Reach Premium Pet Food Buyers



The Premium Pet Food Buyers file is comprised of individuals and families who provide the very best in terms of nutrition and tasty gourmet treats for their beloved pets.

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 **Premium Pet Food Buyers File** is comprised of individuals and families who provide the very best in terms of nutrition and tasty gourmet treats for their beloved pets. These individuals use discretionary selection regarding decisions on which food products to purchase for their family pets and value nutrition, quality and highly rated taste for the health and happiness of their furry friends.

Pet related selects include dog owner, cat owner, other pet owner and exotic pets, as well as pet product purchase channel including online, catalog and in store. The file also includes buyers who shop at health food stores, gourmet shops and specialty pet stores.

Additional demographic selects include HH income, homeowner, gender, marital status, presence of children as well as age and number of children, and geography. Lifestyle selects include luxury brand buyers, organic and natural product interest and a wide array of targeted interest qualifiers.

This file is ideal for offers pertaining to premium pet foods, gourmet pet treats, health and diet pet food, organic and natural pet products, vitamins and preventative health products, and much more!

Contact Us For More Information

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ID Number	319813
Universe	5,931,971
List Type	Consumer
Source	Internet Opt-in e-mail
Permission Level	Confirmed Opt-in
List Maintenance	
Market entry	11/15/2011
Counts through	01/18/2013
Selects	
Age	No charge
Gender	No charge
Income	No charge
Monthly Hotline	No charge
Pets	No charge
SCF	No charge
State	No charge
Zip Code	No charge
Household Income	No charge
Homeowner	No charge
Marital Status	No charge
Presence of Children	No charge
Number of Children	No charge
Lifestyle Interest	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