

Pet Owners Mailing List

Total Universe: **3,25,39,475**

Base Rate: **\$65/M**

Description Summary

Owning a pet enhances the lives of millions of consumers. Whether it be a dog, cat, bird, gerbil, bunny, or any other animal, pets bring joy to a huge population of people. Pet owners are committed to keeping their pets happy and healthy, which prompts them to purchase grooming services, toys, food, accessories, furniture, and much more. This targeted pet owners list is compiled from a variety of sources, including catalogs, internet sources, stores, magazines, and more. Animals require a lot of attention, so targeting these pet owners gives you access to people who are dedicated to taking care of their pets.

How Our Data is Compiled

Our Pet Owners Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: surveys, self-reported individuals, and previous memberships/ purchase history. When you use our data, you are guaranteed accuracy and deliverability. Our compilation team processes the entire mailing list against the National Change of Address (NCOA) file monthly. The list is also CASS certified to ensure further accuracy.

Consider the Facts

- ✓ Approximately 44% of all households in the United States have a dog, and 35% have a cat.
- ✓ Americans spend approximately \$5 billion on holiday presents for their pets.

Recommended Usage

Marketing to pet owners would be useful for pet stores, grooming companies, pet food companies, toy companies, pet apparel companies carpet and furniture cleaning, exterminators and veterinary services, and much more. This Pet Owners Mailing List can be used for direct marketing to help businesses looking to make contact with animal lovers.

Sample Mail Piece Required

Inquire

Market Type

U.S. Consumer

List Channels

Postal, Email, Telephone

Source

Proprietary, Survey/Self-Reported, Public Records & Direct Response

Output Options

Electronic, Printed

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$500.00

Net Name

Floor: 85%
Minimum Quantity: 25,000
Run Charge: \$10.00/M

Exchanges

Please Inquire

Reuse

Yes

Cancellation Charges

Yes, all orders canceled after shipping will incur a fee.

Commission

A standard 20% broker/agency commission is extended to all qualified trade partners.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography

Lifestyle
Income
Occupation

Marital Status
Presence of Children
Presence of Pets

Buying Habits
Email
Phone

For additional information or list counts, contact your representative or list manager at 1.800.457.2899