



- A] QUANTITY
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FILE: CONSUMERS WITH PETS

COUNTS THROUGH: 6.15.2007

A] QUANTITY

QUANTITY	INFO	BASE RATE
8,856,768	Total Universe	\$95/M
8,856,768	Last 12 Months	\$95/M
744,906	Monthly Hotline	Additional \$20/M
2,246,681	Quarterly Hotline	Additional \$10/M
	Fundraising Rate	\$75/M
	Publishers Rate	\$75/M

B] DESCRIPTION

These consumers love their pets as if they were their own children. This file contains responders to online survey about pet ownership and types of pets in the home. Selections include Cats, Dogs, Exotic Pets, and Birds. Multiple types of pets within one household are selectable as well.

This file is 68% male and 32% female. The average Household Income on this file is \$86,000 with spikes at \$115,000.00 and \$190,000.00. Over half of this file is Mail Order Buyers with Credit Cards. This file is selectable by a wide range of geo options and heavily populated with Mail Order Donors as well as Internet purchasers. Almost every record in this file purchases via catalog as well.

Send them your pet oriented promotion today!

SAMPLE SELECTIONS *Pets & Marital Status*

» Dog Owners	6,609,342
» Cat Owners	4,507,100
» Own a Cat & a Dog	2,409,045
» Own Fish	487,102
» Exotic Pet Owners	25,942
» Married	5,948,403
» Single	1,158,134

SAMPLE SELECTIONS *Interests*

» Travel	3,507,932
» Snow Ski	252,572
» Automotive Work	1,324,155
» Gourmet Cooking	327,805
» Hunting & Fishing	716,700
» Have Internet Service	1,197,834
» Watch Cable TV	1,121,509



FILE:
CONSUMERS WITH PETS

DATA SEGMENTS

I . O THE NEXT GENERATION IN CONSUMER DATA

C] SELECTS

DESCRIPTION	BASE RATE
3 Month Hotline	\$10/M
Child's Age Range	\$10/M
Age Range	\$10/M
Credit Card	\$10/M
Donors	\$10/M
Education Level	\$10/M
Ethnicity	\$10/M
Gender/Sex	\$5/M
Home Owner	\$10/M
Income Range	\$10/M
Lifestyle Interests	\$10/M
Mail Order Buyers	\$10/M
Monthly Hotline	\$20/M
Presence of Children	\$10/M
SCF	\$7/M
State	\$5/M
Zip	\$10/M

E] CONTACT

EMAIL: DATASALES@MEDIAHEIGHTS.COM

DATA CARDS: WWW.MEDIAHEIGHTS.COM/DDC

TOLL FREE: **800-379-6147 X290**

PHONE: **603-749-5511 X290**

FAX: **603-749-4280**

D] ADDRESSING

DESCRIPTION	BASE RATE
Key Coding	\$3.5/M
CD ROM	\$75/F
E-mail	\$75/F
FTP	\$75/F

E] ORDERING INSTRUCTIONS

DESCRIPTION	INFO
10,000 Name Minimum	
85% Net Name available on orders 50,000 or more	\$8/M <i>Run Charge</i>
Re-use pricing available	\$70/M <i>+Select</i>
Telemarketing is not available	