

## PetEdge Business Pet Product Buyers



PetEdge Business Pet Catalog buyers are purchasing a wide range of pet products for dogs, cats and other small animals at wholesale prices. PetEdge provides business owners with grooming aids, cages and crates, health and wellness products, toys, treats, apparel and accessories for resale.

### SEGMENTS

59,708	Total Universe / Universe Rate	\$110.00/M
13,609	3 Mos. Business Buyers	\$125.00/M
20,965	6 Mos. Business Buyers	\$120.00/M
31,242	12 Mos. Business Byrs	\$115.00/M
45,930	24 Mos. Business Byrs	\$110.00/M
195,217	24 Mos. ALL PetEdge Buyers	\$100.00/M
59,708	Total File Business Buyers	\$110.00/M

### DESCRIPTION

**PetEdge Business Pet Product Buyers** are purchasing a wide range of pet products for dogs, cats and other small animals at wholesale prices. PetEdge provides small business owners with grooming aids, cages and crates, health and wellness products, toys, treats, apparel and accessories for resale. PetEdge is the premier supplier to pet groomers, veterinarians and pet enthusiasts.

With thousands of products, PetEdge caters to this growing pet industry. Buyers include groomers, retailers, kennel, pet shop, daycare and spa owners, as well as veterinarians and general retailers. These small business owners are the purchasing decision makers and are prime prospects for all business related supplies, merchandise, publications, memberships, financial and other business related products and services.

Selects Available: Dollar Select: Avg. or Last Purchase, Gender, Multi-Buyers and Credit Card Buyers. Competitive Mailer Rate: +\$25/M

Profile: 63% Female, 30% Male, Avg Sale \$150, Avg HH Income \$60K+

View website: [www.PetEdge.com](http://www.PetEdge.com)

**Additional files from PetEdge:** PetEdge Package Insert Program and PetEdge Catalog Buyers

### SELECTS

Gender/Sex	<b>\$8.00/M</b>
Geo/Geographical	<b>\$8.00/M</b>
Dollar: \$50+ Avg.Purch.	<b>\$10.00/M</b>
Dollar: \$75+ Avg.Purch.	<b>\$15.00/M</b>
Dollar: \$100+ Avg.Purch.	<b>\$25.00/M</b>
Dollar: Avg. Purchase	
Multi-Buyer	<b>\$10.00/M</b>
Competitive Mailer Rate	<b>\$25.00/M</b>
Business Address	<b>\$15.00/M</b>
Credit Card Buyers	

### ID NUMBERS

Manager ID	
NextMark ID	<b>305110</b>
mIn ID	<b>129324</b>
SRDS ID	

### MEDIA TYPE

Business



### SOURCE

Buyers, Compiled lists, Catalog, Direct mail sold

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	<b>04/01/2011</b>
New to Manager	<b>04/01/2011</b>
Counts Through	<b>04/06/2017</b>

### DATA CARD MAINTENANCE

New To System	<b>03/30/2011</b>
"New to System" Announcement	<b>07/29/2011</b>
Last Update	<b>04/25/2017</b>
Next Update	<b>07/17/2017</b>
Update Frequency	<b>QUARTERLY</b>

### AVERAGE INCOME

Value	<b>\$60,000.00</b>
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### MINIMUM ORDER

Minimum Quantity	<b>10,000</b>
Minimum Price	<b>\$0.00</b>

### COMMISSIONS

Broker	<b>20%</b>
Agency	<b>15%</b>

**MANAGER**

**DSA Direct, LLC**

**UNIT OF SALE**

Average **\$150.00**

**GENDER**

Male **30%**  
 Female **63%**

**NET NAME ARRANGEMENTS**

**Net Name is allowed**

Floor **85%**  
 Minimum Quantity **50,000**  
 Run Charges **\$8.00/M**

**EXCHANGES**

**Exchange is allowed**

**REUSE**

**Reuse is not allowed**

**CANCELLATION**

Charges **\$100.00/F**

**CANCELLATION INSTRUCTIONS**

Orders cancelled after mail date and/or merge will be at full rental rate. Orders received & processed will incur a \$100/F cancel fee, \$15/M run charges & shipping/material fees.

**KEY CODING**

**Key Coding is available**

Charges **\$3.00/M**

**ADDRESSING**

EMAIL **\$75.00/F**  
 FTP **\$75.00/F**  
 RUN CHARGE **\$8.00/M**

**SPECIAL INSTRUCTIONS**

Prepayment requested on new tests. Sample required for list owner approval.

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact