

PetEdge Catalog Buyers

PetEdge®

DEDICATED TO BUILDING YOUR PET CARE BUSINESS®



PetEdge Catalog Buyers are small business owners and pet enthusiasts. They spend on average over \$100 on pet related product such as pet grooming supplies and equipment, pet carriers, toys, treats, apparel and accessories for dogs, cats and other small animals. Buyers include retailers, veterinarians, groomers, kennels, humane societies and others that cater to the care of pets.

SEGMENTS

195,217	Total Universe / Universe Rate	\$100.00/M
30,083	3 Month All Buyers	\$110.00/M
49,418	6 Month All Buyers	\$105.00/M
79,995	12 Month All Buyers	\$100.00/M
20,965	3 Mos. Business Address Buyers	\$125.00/M
31,424	12 Mos. Business Address Buyers	\$115.00/M
195,217	Total File Buyers	\$100.00/M
	Fundraiser / Publisher Rate - Non-Animal	\$75.00/M
	Competitive Mailer Rate	+ \$25.00/M

DESCRIPTION

PetEdge Catalog Buyers are small business owners and pet enthusiasts. They spend on average over \$100 on pet related product such as pet grooming supplies and equipment, pet carriers, toys, treats, apparel and accessories for dogs, cats and other small animals. Buyers include retailers, veterinarians, groomers, kennels, humane societies and others that cater to the care of pets.

PetEdge catalog and website has an extensive line of merchandise that appeals to pet owners with multiple pets as well as small to medium sized independent pet related businesses and small chains.

PetEdge is suitable for consumer and business offers. 30% are at Business Address, 70% are at Home Address. 70% are spending \$100+ on average. Predominately all credit card buyers. As with many small businesses, many are home based or use their home address for the business mailing address.

PetEdge file is well suited for offers for business products and services, animal welfare and environmental non-profit causes, pet oriented publications and newsletters, general merchandise and home goods catalogs, collectibles, gifts, memberships, stationery, promotional products and more.

Selects Available: Dollar Select: Avg or Last Purchase, Gender, Multi-Buyers, 4/5 line Business Address. Competitive Mailer Rate: +\$25/M.


View Website: www.PetEdge.com

Inquire about: [PetEdge Package Insert Program](#) and [PetEdge Business Buyers](#)

ID NUMBERS

Manager ID	
NextMark ID	305108
mIn ID	45207
SRDS ID	209974-000

MEDIA TYPE

Business and Consumer 

SOURCE

Direct mail sold

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

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

DATA CARD MAINTENANCE

New To System	03/30/2011
"New to System" Announcement	06/07/2011
Last Update	04/25/2017
Next Update	07/17/2017
Update Frequency	QUARTERLY

SELECTS

Home, Business Add	\$15.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Dollar \$50+ Buyers	\$10.00/M
Dollar \$75+ Buyers	\$15.00/M
Dollar \$100+ Buyers	\$25.00/M
Dollar Amount - AP	
4/5 line Business Address	\$15.00/M
Competitive Mailer Rate	\$25.00/M
Multi-Buyers	

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average **\$100.00**

GENDER

Male **20%**
 Female **63%**

AVERAGE INCOME

Value **\$50,000.00**

MINIMUM ORDER

Minimum Quantity **7,500**
 Minimum Price **\$500.00**

COMMISSIONS

Broker **20%**
 Agency **15%**

NET NAME ARRANGEMENTS

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

EXCHANGES

Please inquire

REUSE

Reuse is allowed
 Minimum Quantity **0**
 Run Charge

CANCELLATION

Charges **\$100.00/F**

CANCELLATION INSTRUCTIONS

Orders cancelled after mail date and/or merge will be at full rental rate; no exceptions. 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

Sample mail piece required for list owner approval. Prepayment on first time tests. Orders approved on reciprocal terms.

CONTACTS

Contact Name	Role	Email	Phone	Fax
★ Linda Santaite DSA Direct, LLC 431 East Main Street Unite #3 Denville, NJ 07834	Sales Executive	LSantaite@DSAGraphics.com	(973) 954-2649	(973) 625-8722

★ = Primary contact