

## PetEdge Package Insert Program

# PetEdge®

DEDICATED TO BUILDING YOUR PET CARE BUSINESS®



PetEdge Package Insert Program offers marketers a front row seat to small business owners and their employees as well as pet enthusiasts. PetEdge is a leading marketer of grooming aids, cages, crates, health and wellness products, toys, treats, apparel and accessories for dogs, cats and other small animals. PetEdge is one of the leading providers of products for Dogs and Cats.

### SEGMENTS

|         |                                |           |
|---------|--------------------------------|-----------|
| 260,000 | Total Universe / Universe Rate | \$65.00/M |
| 20,000  | Monthly Outgoing Packages      | \$65.00/M |

### DESCRIPTION

**PetEdge Package Insert Program** offers marketers a front row seats to small business owners and pet enthusiasts. PetEdge is a leading marketer of grooming aids, cages and crates, health and wellness products, toys, treats, apparel and accessories for dogs, cats and other small animals. 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 one of the leading providers or professional products for Dogs and Cats.

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.

**Profile:** 63% Female, 28% Male, Avg HH Income \$60K, Avg Sale \$150, 30% at Business Address, 70% at home address.

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

### SPECIFICATIONS:

Max Size: 5 1/2 x 8 1/2"  
 Maximum Weight: 1/4 oz.  
 Maximum # Inserts: 6  
 Minimum: 20,000  
 Inquire for Overweight Pieces  
 Hand Inserted


### SHIP TO:

Supplied Upon Order Acceptance.  
 Material required 4- 6 weeks Prior to Scheduled Insertion Date.  
 Material Shipped must be labeled with Program Name, Mailer Name, Qty, Key Code and Order #.

### ID NUMBERS

|             |            |
|-------------|------------|
| Manager ID  |            |
| NextMark ID | 307079     |
| mIn ID      | 82439      |
| SRDS ID     | 747729-000 |

### MEDIA TYPE

Business and Consumer 

### SOURCE

Direct mail sold

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

|                |            |
|----------------|------------|
| Market Entry   |            |
| New to Manager |            |
| Counts Through | 04/30/2017 |

### DATA CARD MAINTENANCE

|                              |            |
|------------------------------|------------|
| New To System                | 05/09/2011 |
| "New to System" Announcement | 06/07/2011 |
| Last Update                  | 05/04/2017 |
| Next Update                  | 06/14/2017 |
| Update Frequency             | MONTHLY    |

Also Available: Postal Address - **PetEdge Catalog Buyers & PetEdge Business Product Buyers**

#### PROFILE

##### Business Address

Business Address 30

##### home address

home address 70

#### DIMENSIONS

Maximum Size **5 1/2" x 8 1/2"**  
 Minimum Size **Inquire**  
 Oversized **Yes**  
 Maximum Weight **1/4 ounce**  
 Overweight **Inquire**  
 Maximum Inserts **6**

#### SELECTS

Business Address  
 home address

#### MANAGER

DSA Direct, LLC

#### UNIT OF SALE

Average **\$150.00**

#### GENDER

Male **28%**  
 Female **63%**

#### AVERAGE INCOME

Value **\$60,000.00**

#### MINIMUM ORDER

Minimum Quantity **25,000**  
 Minimum Price **\$500.00**

#### COMMISSIONS

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

#### EXCHANGES

Exchange is not allowed

#### CANCELLATION

Charges **\$100.00/F**

#### CANCELLATION INSTRUCTIONS

Full insertion fee's apply to orders cancelled 90-days to scheduled start date. Orders cancelled after receipt & acceptance will incur a \$100/F fee.

#### KEY CODING

Key Coding is not available

#### FEES

#### SPECIAL INSTRUCTIONS

Ship To: Supplied upon order acceptance. Material required 6 weeks prior to scheduled insertion date. Material shipped must be labeled with program name, mailer name, quantity, key code and order #. Material must be properly marked for insertion. Program owner is not responsible for mailers results. Mailer/Broker must provide actual sample for approval prior to ordering.

#### CONTACTS

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

★ = Primary contact