

## PetEdge Package Insert Program



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 supplier of grooming supplies, aids, cages, crates, health, nutrition 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

125,000	Total Universe / Universe Rate	\$65.00/M
12,000	Total Outgoing Monthly Packages Avg	\$65.00/M
5,000	West Coast Fulfillment	\$65.00/M
7,000	East Coast Fulfillment	\$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 supplies, cages and crates, health, nutrition 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. Select All outgoing packages or request west coast or east coast only. This is a unique ability with this program!

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

View Website: <https://www.petedge.com/>

View PetEdge [E-Catalog](#)

Contact [DSA Direct](#)

### SPECIFICATIONS:

Max Size: 5 1/2 x 8 1/2"

Maximum Weight: 1/4 oz.

Maximum # Inserts: 6

Minimum: 5000

Inquire for Overweight Pieces

Hand Inserted

### 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	10/28/2020

### DATA CARD MAINTENANCE

New To System	05/09/2011
"New to System" Announcement	06/07/2011
Last Update	10/29/2020
Next Update	12/01/2020
Update Frequency	MONTHLY

**SHIP TO:**

2 Fulfillment Centers East Coast & West Coast

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 #.

<b>DIMENSIONS</b>		<b>AVERAGE INCOME</b>	
Maximum Size	5 1/2" x 8 1/2"	Value	\$60,000.00
Minimum Size	Inquire	<b>MINIMUM ORDER</b>	
Oversized	Yes	Minimum Quantity	5,000
Maximum Weight	1/4 ounce	Minimum Price	\$500.00
Overweight	Inquire	<b>COMMISSIONS</b>	
Maximum Inserts	6	Broker	15%
<b>SELECTS</b>		Agency	15%
<b>MANAGER</b>		<b>EXCHANGES</b>	
DSA Direct, LLC		Exchange is not allowed	
<b>UNIT OF SALE</b>		<b>CANCELLATION</b>	
Average	\$150.00	Charges	\$100.00/F
<b>GENDER</b>		<b>CANCELLATION INSTRUCTIONS</b>	
Male	28%	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.	
Female	63%	<b>KEY CODING</b>	
		Key Coding is not available	
		<b>FEES</b>	
		<b>SPECIAL INSTRUCTIONS</b>	
		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.	

<b>CONTACTS</b>				
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