

BARKLEIGH PRODUCTIONS MASTERFILE

115,248	GROOMERS & KENNEL OPERATORS	\$300.00/M	UNIT OF SALE:
20,034	DOG TRAINERS	\$300.00/M	\$19.95 AVERAGE
5,170	PET SHOPS & RETAILERS	\$300.00/M	
19,227	VETERINARIANS	\$300.00/M	GENDER:
1,708	ANIMAL HUMANE SHELTERS AND CANINE SEARCH & RESCUE	\$300.00/M	CANNOT SELECT
7,379	AKC CLUBS	\$300.00/M	ADDRESSING:
5,625	PET INDUSTRY MANUFACTURERS	\$300.00/M	SEE SELECTIONS

BARKLEIGH PRODUCTIONS DISTRIBUTES THE MONTHLY PUBLICATIONS GROOMER TO GROOMER AND OFF LEAD MAGAZINE. SPECIALTY ANNUALS INCLUDE A BUYER'S GUIDE, PET BOUTIQUE & SPA, PET BOARDING & DAYCARE AND MOBILE GROOMER. THEY ALSO PRODUCE THE GROOM EXPO, THE LARGEST ANNUAL EDUCATIONAL SEMINAR AND TRADE SHOW FOR THE PET CARE PROFESSIONAL.

KEYING: \$2.00/M

MINIMUM ORDER:
INQUIRE

SAMPLE REQUIRED

THRU: JUNE 2011

NEXT: DECEMBER 2011

PET GROOMERS, SALON OWNERS, KENNEL OPERATORS, VETERINARIANS, PET SHOP OWNERS, PET SITTERS AND DOG TRAINERS ARE TRUE PET CARE PROFESSIONALS WHO CARE ABOUT THEIR CLIENTS AND THEIR INDUSTRY. THESE BUSINESS OWNERS PURCHASE GROOMING SUPPLIES AND EQUIPMENT, SHAMPOOS, CONDITIONERS, PET SUPPLEMENTS, VACCINES, LEADS AND RETAIL PET PRODUCTS. THEY ALSO PURCHASE BOOKS AND VIDEOS ON NEW TRAINING AND GROOMING TECHNIQUES. THESE AVID PROFESSIONALS SPEND SIGNIFICANTLY TO TRAVEL AND PARTICIPATE IN NATIONAL AND INTERNATIONAL SHOWS. BECAUSE OF THEIR PET INTEREST THEY DECORATE THEIR HOMES AND PURCHASE APPAREL AND GIFTS WITH A PET THEME.

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.
ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: DIRECT MAIL

SELECTIONS: EMAIL \$50.00

CONTACT LIST MANAGER: DOROTHY J. RUSK - Dorothy@midwestdm.com**Midwest Direct Marketing, Inc.**

501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320
Email: info@midwestdm.com