

BARKLEIGH PRODUCTIONS MASTERFILE

139,983	GROOMERS & KENNEL OPERATORS	\$300.00/M	UNIT OF SALE:
36,336	DOG TRAINERS	\$300.00/M	\$19.95 AVERAGE
21,474	PET SHOPS & RETAILERS	\$300.00/M	
31,328	VETERINARIANS	\$300.00/M	GENDER:
5,276	ANIMAL HUMANE SHELTERS	\$300.00/M	CANNOT SELECT
104	CANINE SEARCH & RESCUE	\$300.00/M	
8,236	AKC CLUBS	\$300.00/M	ADDRESSING:
5,515	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:
5,000

SAMPLE REQUIRED

THRU: DECEMBER 09

NEXT: JULY 10

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:	STATE, SCF, ZIP CODE	\$6.00/M
	ZIP DISK	\$25.00
	EMAIL	\$50.00/M

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