



00260

**BRISKY PET PRODUCTS**

24,982 12 MO BUYERS & REQUESTORS \$90.00/M UNIT OF SALE:  
\$60 AVERAGE

THE BRISKY PET PRODUCTS CATALOG OFFERS HARD-TO-FIND ITEMS FOR THE EXOTIC PET; FERRET, HEDGEHOG, DEGU, CHINCHILLA, SUGAR GLIDER, POT BELLY PIG, GUINEA PIG, SHORT-TAIL POSSUM, RABBIT, FLYING SQUIRREL, RODENT, PRAIRIE DOG, WALLABY, SKUNK, FOX, EXOTIC BIRD AND REPTILE. THESE EXOTIC PET LOVERS PURCHASE FOOD, HEALTH TREATS, BEDS, CAGES, FEEDERS, LEADS, SUPPLIES AND EVEN TOYS FOR THEIR BELOVED CRITTERS. THEY ALSO BUY HAND DRAWN PRINTS, COLLECTIBLES AND APPAREL.

GENDER: 65% FEMALE  
CAN SELECT

ADDRESSING:  
SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THRU: FEBRUARY 2010  
NEXT: MARCH 2011

THE AVERAGE AGE OF THESE UNIQUE PET OWNERS IS 50 AND THEY HAVE AN AVERAGE INCOME OF \$60,000. THEY LOVE TO KEEP UP WITH THE LATEST PRODUCTS AND NEWS FOR THEIR ANIMALS, REPTILES AND RODENTS. MANY SUBSCRIBE TO MAGAZINES AND PURCHASE BOOKS AND VIDEOS FOR PROPER CARE INFORMATION AND TRAINING GUIDELINES.

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.

ALL ORDERS NOT PAID WITHIN GUARANTEED DATE WILL FORFEIT PRICING, NET NAME AND COMMISSION DISCOUNTS. ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.000 CANCELLATION FEE.

END-USERS REQUIRING TELEPHONE NUMBERS MUST SIGN A "WAIVER OF LIABILITY AND INDEMNIFICATION AGREEMENT" AND MAY BE REQUIRED TO OBTAIN A SANS NUMBER FROM THE FTC WEB SITE: [www.telemarketing.donotcall.gov](http://www.telemarketing.donotcall.gov)

SOURCE: CATALOG BUYERS AND REQUESTORS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
DEMOGRAPHIC SELECTIONS	\$15.00/M
TELEPHONES	\$30.00/M
P/S LABELS	\$10.00/M
CD ROM	\$55.00
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: [Dorothy@midwestdm.com](mailto:Dorothy@midwestdm.com)

**Midwest Direct Marketing, Inc.**

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