

CAMINO BOOKS, INC

5,212	12 MONTH BOOK BUYERS	\$80.00/M
17,219	MASTERFILE BOOK BUYERS	\$70.00/M

CAMINO BOOKS PROVIDES AN INVALUABLE RESOURCE FOR DOG BREEDERS. NOT ONLY DO THESE BOOKS CONTAIN ALL OF THE SHOW CHAMPIONS AND PRODUCING BLOODLINES, BUT INCLUDE ARTICLES, BREEDERS AND KENNEL ADVERTISEMENTS AND MANY PHOTOS OF CHAMPIONS AND TITLEHOLDERS IN THE BREED.

GENDER: 65% FEMALE
CAN SELECT

ADDRESSING:
SEE SELECTIONS

CAMINO BOOK BUYERS ARE PROFESSIONAL SHOW DOG BREEDERS, GROOMERS, TRAINERS, HOBBYISTS, KENNEL OWNERS, DOG SHOW JUDGES, HUNTERS AND SPORTSMEN. THEY HAVE AN AVERAGE AGE OF 49 AND AVERAGE INCOME OF \$50-74,000 AND ARE MOSTLY FEMALE.

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

SPECIFIC BREED SELECTIONS ARE AVAILABLE AS WELL AS THE FOLLOWING BREED GROUP SELECTIONS AT AN ADDITIONAL \$15/M:

SAMPLE REQUIRED

HERDING	TERRIER
HOUND	TOY
NON-SPORTING	WORKING
SPORTING	

THRU: SEPTEMBER 10
NEXT: JUNE 11

THESE DOG LOVERS REQUIRE ALL THINGS CANINE FOR HOME, KENNEL, GROOMING SALON, SHOWS AND HUNTING. THEY PURCHASE HIGH QUALITY PET FOODS AND SUPPLEMENTS, CAGES, TRAVEL CARRIERS, DOG TOYS, PRESCRIPTION DRUGS, VACCINES, ELECTRONIC COLLARS, WORMERS, FEEDERS AND WATERERS, GROOMING SUPPLIES, BEDDING, COLLARS, LEASHES, AND MUCH MORE. THEY ALSO KEEP CURRENT WITH TRENDS AND INFORMATION IN THE CANINE INDUSTRY THROUGH MAGAZINE SUBSCRIPTIONS, BOOKS AND VIDEOS. THEY TRAVEL FREQUENTLY TO ENTER THEIR PRIZED DOG IN SHOWS. OWNERS OF SPORTING DOGS ARE AVID HUNTERS WHO PURCHASE ALL OF THE EQUIPMENT AND SUPPLIES FOR THE HUNT INCLUDING GUNS, BOWS AND ARCHERY EQUIPMENT, CAMOUFLAGE APPAREL, CALLS, VIDEOS AND BOOKS.

SOURCE: INTERNET, DIRECT MAIL, SPACE ADVERTISING

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP TAPE SET-UP FEE	\$50.00
LIFESTYLE DEMOGRAPHICS	\$10.00/M
SPECIFIC BREED	\$15.00/M
BREED GROUP	\$15.00/M
GENDER	\$6.00/M
ELECTRONIC DELIVERY	\$50.00

** USAGE **

HEARTLAND VET SUPPLY PET EDGE CATALOG SPRINGTIME

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