

FRESH POND PET TRAVEL

55,695 12 MONTH TRAVELERS \$90.00/M

AS A FULL SERVICE TRAVEL AGENCY, FRESH POND TRAVEL IS RECOGNIZED AS THE WORLD'S LARGEST OPERATOR OF DOG SHOW TOURS. WITH TRAVEL EXPERTISE IN ALL FACETS OF INTERNATIONAL TRAVEL, FRESH POND TRAVEL IS THE NATION'S #1 SOURCE FOR THE BEST RATES AND MOST RELIABLE, ACCURATE INFORMATION, AND ALSO THE ONLY TRAVEL SOURCE FOR DOG SHOW TOURS.

GENDER: 57% FEMALE
CAN SELECT

ADDRESSING:
SEE SELECTIONS

KEYING: 2.00/M

THESE INTERNATIONAL TRAVELERS ARE WELL ABOVE THE AVERAGE DOG OWNER. MOST CONSIDER THEMSELVES PROFESSIONAL DOG BREEDERS, JUDGES, HANDLERS AND TRAINERS; 94% EXHIBITED THEIR DOGS IN AT LEAST TWO CHAMPIONSHIP SHOWS DURING THE PAST 12 MONTHS; THEY FEED A PREMIUM DOG FOOD, AND INTEND TO TAKE A FOREIGN TRIP COSTING \$1000+ IN THE NEXT 12 MONTHS. THEY ATTEND AND HAVE INTEREST IN EVERY CHAMPIONSHIP SHOW HELD AROUND THE WORLD.

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THRU: JUNE 2011
NEXT: DECEMBER 2011

AS FORMER SUBSCRIBERS TO NORTHEAST CANINE COMPANION, THESE UPSCALE TRAVELERS WITH AN AVERAGE AGE OF 45-54 AND AN AVERAGE INCOME OF \$75K-\$99K, ARE INTERESTED IN THE BEST EQUIPMENT AND QUALITY SUPPLIES FOR THEIR CANINE BUSINESS; HEALTH AND BREEDING ISSUES; NEW ADVANCEMENTS IN TRAINING TECHNIQUES; AND HOUSE AND OFFICE DECOR DEPICTING THEIR FAVORITE CANINE BREEDS.

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.

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 CHARGE.

SOURCE: TRAVEL TOUR RESERVATIONS

SELECTIONS: STATE, SCF, ZIP CODE	\$6.00/M
AGE	\$10.00/M
INCOME	\$10.00/M
ZIP TAPE SET UP FEE	\$50.00
P/S LABELS	\$10.00/M
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

** USAGE **

BELVOIR PUBLICATIONS PET EDGE
FOSTER & SMITH SMARTPAK

Midwest Direct Marketing, Inc.

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

CONTACT LIST MANAGER EMAIL: 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