

**GOOD DOG! MAGAZINE**

39,697 SUBSCRIBERS AND BOOK BUYERS \$100.00/M

UNIT OF SALE:  
\$21.00 AVERAGE

GOOD DOG! MAGAZINE OFFERS ARTICLES AND INFORMATION FOR THE AVID DOG OWNER. EDITORIAL FEATURES INCLUDE PRODUCT TEST REPORTS AND ARTICLES ON NUTRITION, HEALTH AND TRAINING. THE MASTERFILE CONSISTS OF SUBSCRIBERS, E-ZINE SUBSCRIBERS, EXPIRES, DIRECT MAIL PRODUCT BUYERS, BOOK AND VIDEO BUYERS FROM THIS TIGHTLY-GUARDED LIST.

GENDER: 70% FEMALE  
CAN SELECTADDRESSING:  
SEE SELECTIONS

KEYING: \$2.00/M

THESE SUBSCRIBERS SPEND AN AVERAGE OF \$1500 PER YEAR ON THEIR DOGS AND RELATED EXPENSES. THEY ARE COLLEGE EDUCATED, HAVE AN AVERAGE INCOME OF \$62,000+ AND AN AVERAGE AGE OF 45. MANY ARE BREEDERS OR CONFORMATION EXHIBITORS, 33% ARE OBEDIENCE ENTHUSIASTS AND 21% ARE ACTIVE IN BEHAVIOR TRAINING.

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THRU: OCTOBER 2011  
NEXT: MAY 2012

BECAUSE OF THE DEDICATION TO THEIR PETS, THESE READERS ARE INTERESTED IN HEALTH ISSUES, TRAINING AND OBEDIENCE TECHNIQUES, BREEDING AND NUTRITION. THEY SPEND DISCRETIONARY INCOME ON BOOKS, FOOD, BEDDING, MEDICATIONS, CHEWS, TOYS, FLEA PRODUCTS, GIFTS AND TRAVEL.

THESE CONSUMERS AVERAGE 4 DOGS PER HOUSEHOLD AND 27% OWN CATS, WITH AN AVERAGE OF 4 PER HOUSEHOLD.

ADDITIONAL SELECTIONS AVAILABLE AT \$10.00/M INCLUDE:  
MAIL ORDER BUYERS = 29,511  
DONORS TO ANIMAL CAUSES = 14,015

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 RESPONSE &amp; INTERNET SUBSCRIBERS

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

**\*\* USAGE \*\***

AM KENNEL CLUB  
ANACAPA FUND  
ANIMAL MEDICAL CTR  
BELVOIR PUB'S  
DEDICATION & EVERLASTING  
HAMPSHIRE LABS

HILL'S/ SCIENCE DIET  
J-B WHOLESALE  
KV VET SUPPLY  
NEW LIFE INDUSTRIES  
NEWPORT CREATIVE  
NO SHORE ANIMAL LG

PETS UNITED  
PHYSICIANS COMMITT  
RODALE PRESS  
SMARTPAK  
SPALDING LABS  
WUNDERMAN CATALOG

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