

KV SUPPLY CATALOG

22,037	12 MONTH BUYERS	\$110.00/M	UNIT OF SALE:
18,588	6 MONTH BUYERS	\$115.00/M	\$100.00 AVERAGE
9,344	3 MONTH BUYERS	\$120.00/M	

GENDER: 61% FEMALE
CAN SELECT

KV SUPPLY CATALOG OFFERS A FULL LINE OF SUPPLIES FOR THE NEEDS OF DOGS, CATS, HORSES, BIRDS, FERRETS, FISH, SMALL ANIMALS, CATTLE, SWINE, GOATS, SHEEP AND POULTRY. THEY ALSO OFFER A LINE OF NATURAL VITAMINS AND SUPPLEMENTS FOR HUMAN HEALTH.

ADDRESSING:
EMAIL
FTP

THESE BUYERS PURCHASE FEED AND SUPPLEMENTS FOR HEALTH AND WELLNESS; BARN, STABLE AND FENCING SUPPLIES FOR THEIR FARMS AND RANCHES; FARRIER TOOLS AND SUPPLIES; SADDLES, TACK AND RIDING EQUIPMENT; CRATES AND TRAVEL CARRIERS; TOYS AND TREATS; GROOMING, BREEDING AND TRAINING SUPPLIES AND EQUIPMENT; BEDS, BEDDING AND FURNITURE; DENTAL AND MEDICAL SUPPLIES; AND BOOKS AND VIDEOS TO STAY INFORMED OF THE NEWEST TECHNIQUES IN THEIR SPECIFIC FIELD OF INTEREST.

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THRU: DECEMBER 17
NEXT: JULY 18

WITH AN AVERAGE AGE OF 63 AND AN AVERAGE INCOME OF \$55,000 AND WHETHER THEY ARE A NOVICE OR PROFESSIONAL, AN EQUINE, LIVESTOCK OR DOMESTIC PET OWNER, THEY ALL PURCHASE THE BEST PRODUCTS FOR THEIR BELOVED PETS AND LIVESTOCK INVESTMENTS.

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 FEE.

SOURCE: CATALOG AND INTERNET/ONLINE/WEBSITE

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
LIFESTYLE DEMOGRAPHICS	\$15.00/M
HOUSEHOLD DEMOGRAPHICS	\$10.00/M
EMAIL OR FTP	\$50.00

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