

OFF LEAD MAGAZINE

34,276 ACTIVE TRAINERS

\$300.00/M

UNIT OF SALE:
\$19.95 AVERAGE

OFF LEAD MAGAZINE IS DEDICATED TO HOW DOGS THINK, FEEL AND LEARN. WITH ARTICLES COVERING SEMINARS, EXPOS, TRADE SHOWS, TRAINING COMPETITIONS, GENERAL HEALTH CARE, ANIMAL BEHAVIOR AND TRAINING TECHNIQUES, THIS PUBLICATION PROVIDES VALUABLE INFORMATION TO THE PET INDUSTRY PROFESSIONAL.

GENDER: 65% FEMALE
CANNOT SELECTADDRESSING:
SEE SELECTIONS

THESE BUSINESS OWNERS PURCHASE BOOKS AND VIDEOS ON NEW TRAINING AND OBEDIENCE TECHNIQUES. MANY TRAIN DOGS FOR POLICE AND LAW ENFORCEMENT AGENCIES, FIRE AND RESCUE, BRANCHES OF THE MILITARY AND FOR HEALTH CARE AGENCIES DEALING WITH THE HANDICAPPED AND THE BLIND.

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

WITH AN AVERAGE AGE OF 40 AND AN AVERAGE INCOME OF \$60,000, THESE AVID PET OWNERS SPEND THEIR DISCRETIONARY INCOME ON NATIONAL AND INTERNATIONAL TRAVEL TO PARTICIPATE IN AND ATTEND DOG SHOWS AND TRAINING COMPETITIONS AND FOR DEMONSTRATIONS TO PROSPECTIVE CLIENTS. DUE TO THEIR PET INTEREST, MANY DECORATE THEIR HOMES, PURCHASE APPAREL AND GIFTS ALL WITH THE PET THEME.

THRU: FEBRUARY 08
NEXT: AUGUST 08

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 MAIL

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP DISK	\$25.00
EMAIL	\$50.00
CD	\$35.00

** USAGE **

BELVOIR PUBS
CARE-A-LOT PET SUPPLY
J-B WHOLESALE PET SUPPLY

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