

**PET BOUTIQUE & SPA MAGAZINE**

21,474 ACTIVE SUBSCRIBERS \$300.00/M

UNIT OF SALE:
\$19.95 AVERAGE

PET BOUTIQUE AND SPA MAGAZINE IS AIMED AT THE PET RETAILER, GROOMER, BOARDING KENNEL OR PET DAYCARE OPERATOR WHO CATERS TO, AND PROVIDES PRODUCTS AND SERVICES FOR THEIR ELITE CLIENTS AND THEIR DOG OR CAT. MOST OF THESE SUBSCRIBERS ARE CENTERED IN MAJOR METROPOLITAN AREAS. MANY OF THESE READERS ALSO OFFER BOARDING SUITES, INSTEAD OF KENNEL RUNS, TO THEIR UPSCALE CLIENTELE.

GENDER: 65% FEMALE
NOT SELECTABLEADDRESSING:
SEE BELOWMINIMUM ORDER:
5,000

THESE BUSINESS OWNERS PURCHASE THE BEST RETAIL PRODUCTS AND EQUIPMENT MONEY CAN BUY. THEY ARE CONTINUALLY SEEKING PRODUCTS AND SERVICES TO OFFER THEIR ELITE CLIENTELE LIKE THOSE FOUND IN HUMAN SPAS SUCH AS AROMATHERAPY, PET MESSAGE, MINERAL CONDITIONERS AND TREATMENTS, HOLISTIC FOODS, TREATS, BOWS, COLLARS, TOYS, BEDS, STROLLERS AND ACCESSORIES.

SAMPLE REQUIRED

THRU: DECEMBER 2009
NEXT: JULY 2010

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
EMAIL DELIVERY \$50.00

** USAGE **

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