



Total File Size:



223,784

Base Cost:

£110 / 000

Background

Last Updated: Oct 07

Petsdirect.com was Europe's first catalogue and Pet Portal site, catering to the needs of pet owners by offering shopping, information on animal health, services and entertainment.

The list contains all 223,784 of the buyers from the web and the catalogue.

Suitable for all types of consumer offers especially non competitive mail order catalogues, publications, holidays, travel high ticket offers, credit cards and other financial services. Similarly any ISP related offer and highly recommended for charity/non-profit mailings related to the fact that these pet lovers are on-line and care about animal welfare.

Consumer Profile

- Avid pet lovers
- Affluent, Internet-savvy consumers
- All 24+ months recency

Recommended Users

- Non-Competitive Mail Order Catalogues
- Publications
- Holidays & Travel
- High Ticket Offers
- Financial Offers / Credit Cards
- ISP's
- Charities

Selections Available

- Geographic
- Gender

General

Counts available within 24 hours.
Updated quarterly.
PAF verified.
www.petsdirect.com

Contact our sales team on: +44 (0)20 8481 8734
b2c@prospectswetenhams.com



Counts

Home Address	222,377
Company Name	1,407

Postal Rates /000

Base Rental	£110
-------------	------

DMA List Broker Commission	15%
----------------------------	-----

Selection Costs /000

All	£10
-----	-----

Charity Discount	£10/000
------------------	---------

Production / Delivery Costs

CD	£30
Email	£35
Delivery (UK)	£30
Delivery (Overseas)	£50

Restrictions

Minimum order 5,000
 Delivery in 3 working days maximum

List Warranty **TBC**

Net Names

Only applicable on orders of 20,000+. Nets must be claimed within 4 months of invoice date. After this time all net name credits become null and void.

For further information or counts on the Pets Direct database please contact our sales team on 020 8481 8734 or email

b2c@prospectswetenhams.com

Surcharge applicable on all card transactions.



Contact our sales team on: +44 (0)20 8481 8734
b2c@prospectswetenhams.com

