

# AudienceFirst Insights – Pet Owners

| Counts    | Segments                            | Prices     |
|-----------|-------------------------------------|------------|
| 5,015,528 | <b>Dog Owners - 12 Mos Universe</b> | \$75.00/M  |
| 3,596,971 | <b>Cat Owners – 12 Mos Universe</b> | \$75.00/M  |
| 5,137,042 | <b>Other Pet Owner</b>              | \$75.00/M  |
|           | <b>30 Day Hotline Rate</b>          | +\$10.00/M |
|           | <b>3 Month Count</b>                | +\$10.00/M |
|           | <b>Fundraiser Base Rate</b>         | \$65.00/M  |
|           | <b>FTP/Email Delivery</b>           | \$65.00/F  |

## DESCRIPTION

Animals are a person’s best friend and now you can reach pet owners on the AudienceFirst file. AudienceFirst Insights – Pet Owners, powered by Fluent, shares those who have identified as owning, previously owned a cat, dog or other pet.

These high value prospects would be ideal for the following causes and offers:

- Animal Welfare
- Animal Adoption
- Animals Offers
- Animals Appeals
- Animal Insurance
- Pet Grieving

\*Please inquire about email addresses and telemarketing counts and availability.

## LIST PROFILE & COSTS

**Source:** Online, Responders  
**Minimum Order:** 10,000

## SELECTS

|                      |           |
|----------------------|-----------|
| Age                  | \$10.00/M |
| Gender               | \$10.00/M |
| Ethnicity            | \$20.00/M |
| Geo/SCF/ZIP          | \$8.00/M  |
| Religious            | \$20.00/M |
| Dwelling Type        | \$10.00/M |
| Education Level      | \$10.00/M |
| Lifestyle            | \$10.00/M |
| Marital Status       | \$10.00/M |
| Presence of Children | \$10.00/M |
| Household Income     | \$10.00/M |
| Mail Order Buyer     | \$10.00/M |
| Mail Order Donor     | \$10.00/M |
| Mail Responder       | \$10.00/M |

## ADDITIONAL DETAILS

20% commission to known brokers. Please provide (4) working days to process all orders. All processed orders cancelled before the mail date will incur a \$50/Flat cancellation fee in addition to applicable running, selection, and shipping charges. Orders cancelled after the mail date incur full charges.

## LIST MAINTENANCE

|             |        |
|-------------|--------|
| Last Update | 4/2023 |
| Next Update | 5/2023 |

## CONTACT

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