

(Updated 8/2023)

Catnip

Catnip is a monthly 24-page newsletter for cat owners and enthusiasts published by the Cummings School of Veterinary Medicine at Tufts University. It's geared toward caring cat owners who are dedicated to reading and learning about everything feline, ranging from health & nutrition to their cats' specific behavioral needs. Catnip offers readers advice on such topics as cat allergies, selecting a veterinarian, de-clawing, and detecting and treating various cat ailments. Going beyond just your cat's basic health needs, the newsletter also covers the latest advances in feline medicine, reviews of the latest cat products, offers insightful advice from cat experts, and even highlights a personal story in the "My Cat" section of the newsletter.

Gender:
90% Female/10% Male

Source:
100% Direct Mail

Counts and Rates:

21,305	Total Universe	\$110/M
21,305	Active Subscribers	\$110/M
10,779	6 Mo Hotline	+\$5/M
10,932	Expires	\$90/M
	Catalog Rate	\$90/M
	Fundraising Rate	\$75/M

Selections:

3 Mo Hotline	\$10/M
6 Mo Hotline	\$5/M
State/Zip/SCF	\$8/M
Gender	\$8/M

Addressing (flat fee):

FTP/Email	\$60/F
-----------	--------

Minimum Order: 7,500

Details:

20% Commission to Brokers. Pre-clearance required. Service bureau requires 3 working days to process all orders, otherwise \$85 Flat fee applies.

Contact:

Monique Adams, List Manager
E-mail: MoAdams@wearemoore.com

Linda Amaral, Sales
Phone: (410) 721-5700 Ext. 2330
E-mail: amaral@wearemoore.com

Please send list clearances & orders to:
orders@AudienceFirstMedia.com

All processed orders cancelled before mail date will incur a \$100 cancellation fee in addition to applicable running, selection, and shipping charges. Orders cancelled after the mail date incur full charges.