



Total Names: 3,215,559
0-12 months: 3,215,559



Background

Pet@Home is specialist file offering a vast database of pet owners and pet charity supporters with the data being captured via a multitude of websites or tele-surveys. All consumers held on this file own a cat, dog or rabbit and regularly engage in purchasing for them. These animal lovers' purchases include everything from designer animal bedding to luxury food items. Typically these consumers also support animal orientated charities.

Key Characteristics

- MPS Screened
- File Continually Updated
- Generally affluent
- All data is 0-12 months recent



Profile

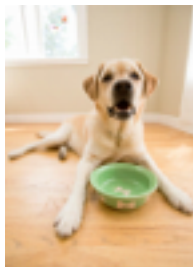
- High levels of disposable income
- Affluent
- The majority are 30+ years
- Mostly home owners
- Many have children

Analysis

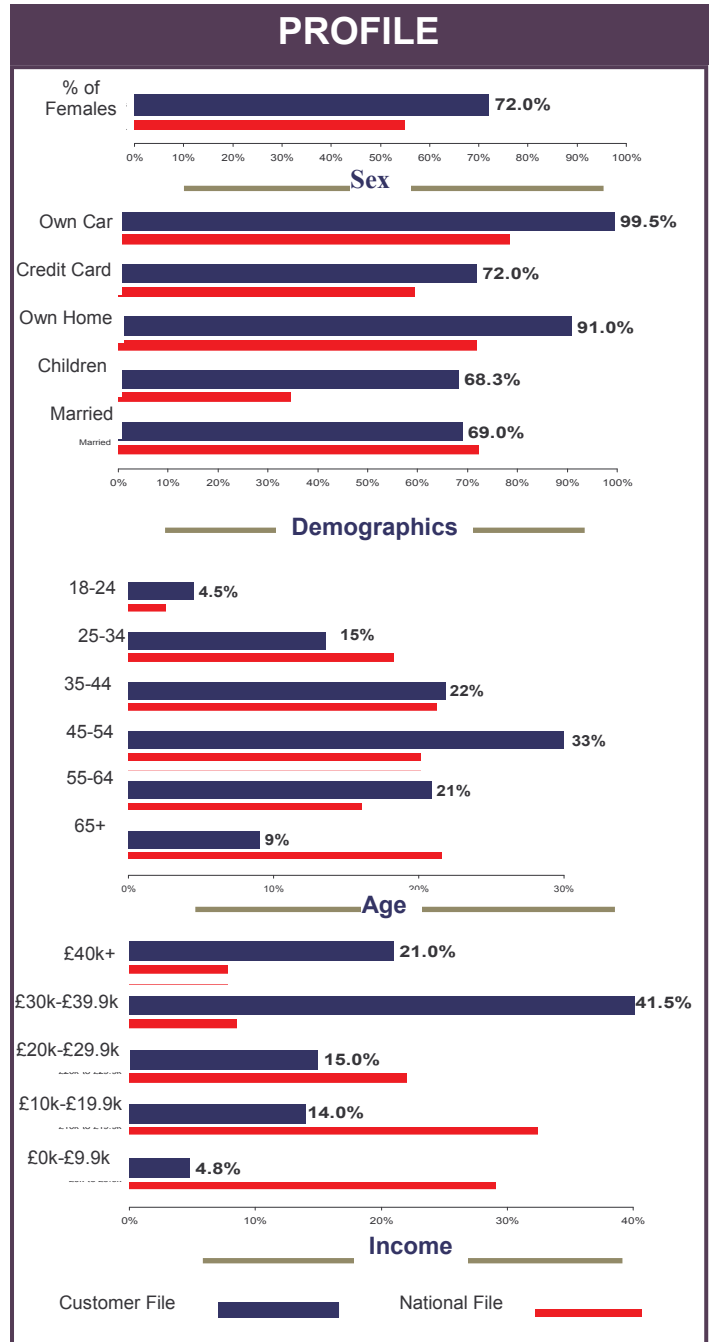
The most effective means of reaching proud pet owners on a select and defined basis to ensure accurate advertising strategies.

Selections available

- Geography
- Age
- Gender
- Household tenure
- Property value
- Good credit
- Length of residency



A quality file that is sure to give superb results for a majority of campaigns, especially charities. A must for your next campaign.



Call Esther or Ben
now for details on: 01256 692372
Or e-mail: sales@tri-direct.co.uk



LIST RATES & ORDERING INFORMATION
Pet@Home

RATE & VOLUME

- Postal
- With telephone
- AcceleRATE per 100,000 records

Prices per 1000 Ex VAT

£120
£180
£10,200

SELECTIONS

- Age
- Recency
- Geographic
- Gender
- Household tenure
- Property value
- Good credit
- Length of residency
- 1 in N

£10.00
£10.00
£10.00
£10.00
£10.00
£10.00
£10.00
£10.00
Free of Charge

PRODUCTION CHARGES

- Run on charge
- Email
- Delivery – 5 working days

£10.00/000
£65.00 per order
£65.00 per order

GENERAL

- Minimum order 5,000 records
- Net names on 20,000 plus. Actual volume mailed to be notified within 3 months of order delivery, or the net name agreement becomes null and void
- File held randomly
- MPS Screened every 90 days
- List owner warranty no. Applied for
- 15% commission to recognised DMA (UK) brokers unless otherwise agreed
- All orders can only be accepted under our terms and conditions, which are available on request.