

PETFECTION

0-12 month postal: 156,264
Cat owners: 75,833 • Dog Owners: 80,431

PETfection file is a regularly updated database that identifies people that have purchased high end pet products and pet insurance. The data is collected for client marketing services and includes questions relating to type of pet, pet food purchased, pet products purchased and more – a fully transactional database. The data has been refined using several variables, making it a targeted yet flexible source.

Profile, Interests and Lifestyle

- Cat owners: 70% female/30% male
- Dog owners: 50% female/50% male
- Regular charity donors.
- Primarily homeowners.
- Good level of disposable income.

Recommended Users

- Charities
- Financial offers
- Mail order

Rental Rates

Postal data	£120	/000
Charity rate discount	£10	/000
Selections	£10	/000
Run on Fee	£15	/000
Production fixed	£50	

Terms & Conditions

Sample mail piece required
 Rates for one time usage only
 Minimum order 5,000 records
 All costs exclude VAT