



Pet Owners Database

TOTAL RECORDS: 22,000,000 **BASE PRICE:** 80/M
EMAILS:

Cobalt Media provides you with more than just data. Our lists are constantly updating ensuring a wide selection of prospects. With 22 million records in our Pet Owners database, our clients are sure to find a vast number of recipients ready to receive their message.

Our Pet Owners List consists of a wide-range of pet owners who are devoted to their animals. This list is comprised of individuals who self reported that they own pets such as dogs, cats, birds, etc. Our Pet Owners list consists of individuals who are known to be highly interested in products and services that support the well being of their pets. These Pet Owners are highly interested in pet related products and services such as dog food, cat food, animal toys, pet medications, pet related publications and magazines, pet accepting travel destinations, pet apparel, and more.

Our Pet Owners list consists of consumers who have opted in to receive consumer offers. Additional information has been added to make this a responsive, revenue-generating list. Please see below for examples on our demographic selections.

Demographic Selections:

- Home Owners
- Age/Date of Birth
- Gender
- Presence of Children
- Telephone Numbers
- Renters
- Voting Behavior
- Ethnicity
- Special Hobbies
- And Many Others
- Zip Code/City/State
- Income
- Presence of Pets
- Credit Card Holder
- Household Income
- Martial Status
- Investors
- Net Worth

Additional Consumer Selects:

- Apparel
- Computers
- Sporting equipment
- High Ticket buyers
- Outdoor/Gardening
- Sports Cards
- Books & Music
- Crafts/Sewing
- Gourmet Food
- Housekeeping
- Outdoor/Recreation
- Collectibles
- Automobiles
- Electronics
- Gourmet Wine
- Kitchen/Décor
- Pet supplies
- Stamps/Coins
- Children’s Items
- Entertainment
- Health/Fitness
- Magazines
- Photography

SELECTIONS:

- 3 Month Hotline: \$10/M
- Geography: \$5/M
- Investment Type: \$5/M
- Income: \$5/M
- Net Worth: \$5/M
- Age: \$5/M
- Gender: \$5/M
- Martial Status: \$5/M
- Mail Order Buyer: \$5/M
- Magazine Subscriber: \$5/M
- Donor: \$5/M
- Ethnicity: \$5/M
- Religion: \$5/M
- Book Buyer: \$5/M
- Homeowner: \$5/M
- Length of Residence: \$5/M
- Presence of Children: \$5/M
- Age of Child Present: \$5/M
- Telephones: \$25/M

UPDATE CYCLE:

Quarterly, NCOA and ECOA is done on output of order.