



# LIST AMERICA

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## THE **BARK** DOG IS MY CO-PILOT®

### NEW LIST!

CLASSIFICATION	COUNTS BY SELECT	UNIVERSE	COST
SUBSCRIBERS	ACTIVE SUBSCRIBERS	75,000	\$100/M

**NOTE: LIST IS ONLY AVAILABLE TO CHARITABLE MAILERS, AS APPROVED BY THE LIST OWNER**

Bark is the magazine of modern dog culture—it speaks to the serious dog enthusiast. Bark is the indispensable guide to life with dogs, showing readers how to live smartly and rewardingly with their canine companions. Founded in 1997, as a newsletter to advocate for off-leash dog parks in Berkeley, California, the magazine quickly grew into a glossy, award-winning publication acclaimed for its timely commentary and rich literary offerings. Source: www.thebark.com

#### READERSHIP PROFILE (Educated, Engaged, Connected):

Gender: 64%	Homeownership: 84%
Median Age: 44	Dogs per household: 2.8
Median Household Income: \$100K+	
92% Support dog-friendly businesses	
72% Participated in Animal/Charity Event	
67% Volunteered for an Animal Cause	

#### DELIVERY:

E-mail \$60.00 F

**SAMPLE MAILPIECE REQUIRED FOR LIST OWNER APPROVAL ON ALL REQUESTS - NO EXCEPTIONS!**

**BROKER COMMISSION: 10%**

#### CANCELLATION POLICY

Cancellation Fee	\$100/Flat
Run Charge:	\$10/M
Applicable Shipping Charges	

*Full list rental charges apply if order is cancelled after the maildate*

Prepay required for new mailers and/or new broker - NO EXCEPTIONS!

**BROKER COMMISSION: 10%**

### **NEW TO THE MARKET! BE THE FIRST TO TEST!**

SEND ALL REQUESTS/ORDERS TO:

la.mgmt@marketdevelopment.org  
(P) 202.298.9206 (F) 202.280.1073

Last Update: 3/27/2012