



Right Now **CONSUMERS**
in your area **ARE SHOPPING** *or* **CARING**
for their **PETS**



*Don't you wish
they had your offer
or list of services
in their hands?*





88%
of consumers
prefer
receiving offers
in the mail.

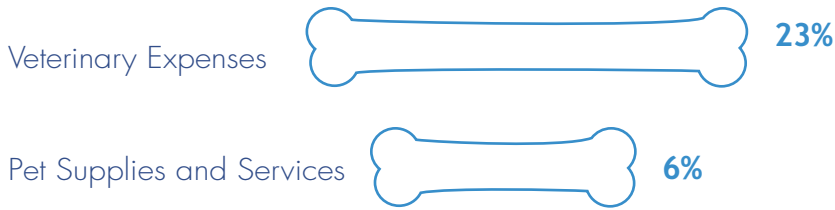
Money-saving
offers can be
a tiebreaker when
choosing retail and
service providers.

Consumers
know and trust
the blue Valpak
envelope - nearly
nine in 10 open
it and look
through the offers

Sources: Research Alert, 2003; Directions
in Research Readership Survey,
March 2007

FOR PET AND PET SERVICE BUSINESSES, COMMUNICATING AVAILABLE PRODUCTS, VALUE, PET-FRIENDLY ENVIRONMENT, AND THE BENEFITS OF THE SERVICES ARE ESSENTIAL FOR ADVERTISING SUCCESS.

VALPAK CONSUMERS SPEND MORE AT PET BUSINESSES THAN THE AVERAGE HOUSEHOLD:



Source: Claritas, A Nielsen Company, with current year projections, March 2008

VALPAK UTILIZES THE LATEST RESEARCH TO IDENTIFY THOSE PEOPLE MOST LIKELY TO USE YOUR SERVICE.

56%
of Valpak households report owning a pet

- Valpak selects only the best areas to reach upscale audiences projected to spend more on many goods and services.
- The Valpak Neighborhood Trade Areas® (NTA®) mailing system eliminates wasted circulation.
- Valpak NTAs are unique in the direct mail industry and are defined by using the most recent consumer behavior and demographic research statistics available.



According to the U.S. Dept. of Commerce, the average business draws 80% of its customers from within a three mile radius. 95% are located within five miles.

PET AND PET SERVICE BUSINESS OWNERS TRUST VALPAK

Over 130 million pet and pet services offers were mailed last year in the blue envelope.

“Valpak generated seven new customers with \$1,500 in revenue the first week. Valpak out pulls the newspaper, is cost effective and it works!”

Janet Bachelor,
Family Pet Sitters
Philadelphia, PA

“Valpak is an excellent return on investment! Year after year, we get results”

Virginia Lemieux,
Associate Branch Manager
The Canine Fence Company
Wilton, CT

VALPAK IS COST EFFICIENT AND EASY TO USE

- Shared mailing costs
- Volume and frequency discounts
- No wasted circulation
- Choice of neighborhoods and mailing quantity
- Quick, no-hassle turnkey programs



THE THREE KEYS TO GETTING MORE PET AND PET SERVICE CUSTOMERS

REACH

The number of homes you select to receive your ad

+

FREQUENCY

The number of times a year your ad is seen by Valpak shoppers

+

VALUE

The appeal and incentive to try your service or product that your ad delivers to consumers

=

SUCCESS

A review of long time Valpak Pet and Pet Service advertisers showed they mailed an average of 7 times a year to 3 different mailing areas.

An in-depth analysis showed that the more an advertiser mailed with Valpak, the more their satisfaction increased.

Valpak