



*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.

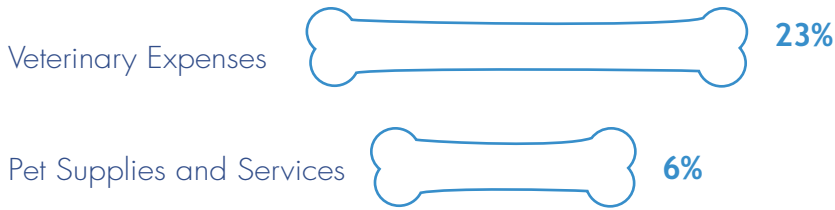
Consumers  
know and trust  
the blue Valpak  
envelope - nearly  
nine in 10 open  
it and look  
through the offers

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

