

BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

53600S

A-1 HOTLINE TO EXERCISE EQUIPMENT BUYERS

Get the freshest new names of these exercise equipment buyers with our weekly or monthly hotline. These exercise equipment buyers have purchased a wide range of exercise equipment products such as treadmills, cycling equipment, free weights, athletic apparel, footwear, and fitness club memberships. These exercise equipment buyers would be great to target your market for self improvement products, apparel, related books, videos dieting programs, and many other products and services. These consumers have made purchases to support their exercise interest and are willing to spend the money necessary to keep them healthy. These responsive consumers have all agreed to receive a variety of third party offers in various mediums.

WEEKLY HOTLINE - 48,437

MONTHLY HOTLINE - 193,748

Total Database - 7,749,955

Available Selects - \$5/M

Aerobics	985,632
Bicycles	993,541
Exercycles	658,226
Exercise Apparel	976,513
Footwear Buyers	878,256
Fitness Magazine Subscribers	489,632
Rowing	349,873
Skiing	684,947
Tennis	934,879
Weight Lifting	798,456

Additional Selects

Age
Average Purchase
Credit Card Users

Ethnicity
Gender
Homeowners/Renters

Income
Marital Status
Online Buyers

Terms and Pricing

List Rental	\$90/M	Telephone Numbers	\$35/M	Gender Select	\$5/M
Minimum Order	5000	Recency Select (3 mos)	\$20/M	Geographic Select	\$5/M
Email	\$50	Recency Select (6 mos)	\$15/M	Age/Income Select	\$5/M
FTP	\$50	Recency Select (12 mos)	\$10/M	Key Coding	\$5/M

Brokers Welcome