

BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

66400S

AT THE MOVIES

From Garbo to Redford, these individuals are avid movie buffs. Their favorite pastime is going to the movies, renting and buying movies, and responding to movie theatre offers. They spend a minimum of \$50 a month watching their favorite movies and are excellent prospects for catalogs, magazines, movie/video clubs, travel, credit cards, and music offers. They are 35% male, 65% female, average age 28, and average income is \$50K. Sourced from lifestyle surveys, target these consumers for your next entertainment offer. 100% at Home Address.

Total Database - 3,110,092

Available Selects \$5/M

Movie Goers	520,118
Movie DVD/Video Mail Order Buyers	602,317
Movie DVD/Video Online Buyers	125,333
Movie Magazine Subscribers	60,016
Movie Memorabilia Collectors	242,141
Movie Theatre Offer Responders	537,701
Movie Ticket Online Buyers	51,520
Movie/Video Club Members	390,289
Rents Movie DVDs/Videos	580,657

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

321 San Anselmo Ave, San Anselmo, CA 94960 • (415) 457-1700 • Fax (415) 459-5162

(800) 850-1711