

# BYRUM & FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

87500S

## CANADIAN - AFFLUENT WINE CONNOISSEURS

Canadian Affluent Wine Connoisseurs are gourmet consumers who enjoy the finer things in life and have refined tastes. They travel to visit wineries, read about wine, dine in fine restaurants and collect their favorite vintages. Compiled from Canadian directories and overlaid with online responders and self reported interests. Their average age is 40, 75% men, 25% women.

### Total Database - 212,197

Available Selects \$5/M

	<u>Province</u>	<u>Counts</u>
Wine - Online Buyers	AB	23,958
Wine - Magazine Subscribers	BC	25,519
Wine - Direct Mail Responders	MB	5,862
	NB	1,201
	NL	1,088
	NS	1,275
	NT	87
	ON	126,321
	PE	94
	QC	23,864
	SK	2,829
	YT	99
	TOTAL	212,197

### 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*

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