

BYRUM & FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

87400S

CANADIAN - GAMBLERS, SMOKES & DRINKS

While it is better to live a healthy lifestyle, these individuals do not subscribe to this theory. They enjoy being decadent and spending whatever it takes to pursue these activities. The Canadian - Gamblers, Smokes & Drinks list delivers those who are excellent targets for gambling travel offers, sweepstakes offers, fine tobacco and wine/liquor offers. The profile for these individuals is average age 25-55, income of \$50K+ and are known to have credit cards. Compiled from Canadian directories and overlaid with online responders and self reported interests.

Monthly Hotline - 10,000

Total Database - 289,402

Available Selects \$5/M

	<u>Canadian</u>
Casino Gamblers	72,351
On-Line Gamblers	23,152
Cigar Smokers	40,516
Smokers	34,728
Wine Enthusiasts	54,986
Cruise Travelers	20,258
International Travelers	43,410

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