

BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

8300A

CAR & DRIVING ENTHUSIASTS

Assembled from catalog and subscription databases, this list of car enthusiasts represents a collection of affluent, mail-order-comfortable consumers. 78% male. It should work well for men's offers, automobile clubs, insurance, travel adventures, electronics, and credit cards, just to name a few.

Total Database - 130,643

Available Selects \$5/M

Four-Wheel Driving Enthusiasts	15,876
Motor Sports & Car Racing Enthusiasts	15,809
New Car Shoppers	44,553
Campers & Car Vacations	25,871
Custom Car Enthusiasts	15,412
Mail Order Car Accessories	13,122

Terms and Pricing

List Rental	\$90/M	Recency Select (3 mos)	\$20/M	Gender Select	\$5/M
Minimum Order	3000	Recency Select (6 mos)	\$15/M	Geographic Select	\$5/M
FTP	\$50	Recency Select (12 mos)	\$10/M	Age/Income Select	\$5/M
EMail	\$50	Telephones	\$35/M	Key Coding	\$5/M

Brokers Welcome

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