

BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

46200A

DOWNHILLERS-SPORTS SPEED DEMONS

Locate a specific group of downhill sports enthusiasts actively involved as bicyclists, mountain bikers, skiers and snowboarders. The responders in this list are sports participants that thrive on moving at a fast pace for recreation as well as their other day-to-day activities. Keeping up with their active lifestyles require utilizing all resources available such as credit card buying on-line and direct mail order. Their purchasing needs and interests include sporting goods and gear, outdoor apparel, travel package information, fitness and sports magazines.

Total Database - 300,715

Available Selects \$5/M

Bicyclists	110,114
Mountain Bikers	92,176
Skiers	67,665
Snowboarders	30,760

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

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

(800) 850-1711