

GAMBLES, SMOKES & DRINKS - LIVING THE HIGH LIFE

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 Gambles, Smokes & Drinks - Living the High Life 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.

Monthly Hotline - 200,000

Total Database - 9,818,938

Available Selects \$5/M

	<u>US</u>
Casino Gamblers	3,925,043
On-Line Gamblers	370,143
Cigar Smokers	178,324
Smokers	704,257
Wine Enthusiasts	1,334,327
Cruise Travelers	992,847
International Travelers	2,313,997

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