

BYRUM FLEMING

Mailing List Brokerage and Management

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46300A

GAMBLING MECCA GOURMETS

Place a sure bet on this database list of Gambling Mecca Gourmets who are individual consumer responders from our Enhanced Consumer file. They are serious and frequent visitors and gambling enthusiasts that like the high-life and have signed up for special privileges available at all of the entertainment establishments in Las Vegas. This group of responders enjoy treating themselves regularly to luxurious hotels, famous chef-managed restaurants, resort-style amenities and other personal services. Their frequent attendance to the Las Vegas experience finds them welcoming travel packages, entertainment, sweepstakes and lottery offers. In addition, these active vacationers are great prospects for offers on credit cards, banking, mortgage and financial investment services. Other interests include sporting events, recreation and fitness, apparel for all occasions, magazine subscriptions and general merchandise for on-line and direct mail purchases. This is a response list enhanced with other interests from undisclosed national files.

Total Database - 48,290

Available Selects \$5/M

Men 21-34	6,110
Men 35-49	10,058
Men 50-64	10,690
Men 65+	8,044
Women 21-34	1,450
Women 35-49	4,892
Women 50-64	5,263
Women 65+	1,783

Additional Selects \$5/M

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