

BYRUM FLEMING

Mailing List Brokerage and Management
www.byrumfleming.com

14600S

GOLF LOVERS DATABASE

The Golf Lovers Database consists of affluent individuals who are passionate about golf. These avid golfers are serious about their sport - they have taken golf lessons, subscribed to golf magazines, purchased golf equipment, and even taken golfing vacations. Choose from the many selects available including high income and frequent credit card activity to target your audience. Sourced from magazine subscriptions and self-reported information, this list should work very well for any golf related offers, travel, magazines, newsletters, and other high-end offers. This list is also available at Email Address.

Total Database - 1,598,806

Available Selects \$5/M

Multi-Millionaire Golfers	277,109
Golfers w/Income \$300K+	310,261
New Golfers w/Income \$100K+	299,511
Golf Instructors	31,291
Golf Lesson Goers w/Income \$100K+	322,971
Golf Magazine Subscribers w/Income \$100K+	176,441
Golf Magazine Subscribers w/High CC Activity	310,294
Golf Equipment Purchasers w/Income \$100K+	117,299
Golf Equipment Purchasers w/High CC Activity	217,600
Golf Vacationers w/Income \$100K+	472,421
Golf Vacationers w/Income \$300K+	269,509
Golf Vacationers w/High CC Activity	419,410
Golfers Age 45-60 w/Income \$100K+	556,487
Golden Year Golfers w/Income \$100K+	399,609
Young Golfers Age 18-39	455,640
Resort Time Share Golfers w/Income \$100K+	99,777

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