

BYRUM FLEMING

Mailing List Brokerage and Management

12800S

www.byrumfleming.com

MEN IN MID-LIFE CRISIS, MONTHLY HOTLINE

Many men reach a point in their lives where they feel that "something" is missing. This list consists of men ages, 45-65, who have all reached this point in their lives. Perhaps now they can afford the expensive grown up toy that they've always dreamed of, like a shiny new red sports car or giant flat screen TV. They could be re-evaluating the choices they have made and are ready to make some changes. They are actively seeking and would be highly responsive to offers of products and services that will enrich their lives and help achieve their goals. Whether marketing products for their outward appearance such as hair treatment; their man-image such as virility enhancers or for their inner-boy such as video games, this list is a perfect place to start. Reach out to these Men In Mid-Life Crisis with that special "something" you have that is just right for them.

Total Database - 1,989,997

Monthly Hotline = 43,465

Available Selects \$5/M

Recently Divorced	499,601
Recent Boat Purchasers	99,428
Online Adult Entertainment Subscribers	298,751
Adult Men's Magazine Subscribers	199,882
Adult Video Purchases	248,757
Men's Health / Fitness Magazine Subscribers	299,423
Singles Club Vacation Travelers	76,201
Singles Club Members	124,777
Uses Online Dating Services	151,302

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