

BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

91600S

OUTDOOR AND SPORTS ENTHUSIASTS

These Outdoor and Sports Enthusiasts are avid sportsman. They like to receive offers relating to the sports that they follow or participate in. These individuals have been double opt-in qualified from registering on a web site. The file should work well for magazines, catalogs, fitness, travel and much more.

Total Database - 2,150,020

Available Selects \$5/M

Baseball	199,450
Basketball	132,690
Bicycling	153,310
Boating/Sailing	90,420
Camping & Hiking	551,420
Fishing	299,590
Football	310,220
Golf	223,630
Hockey	53,710
Hunting & Shooting	210,490
Motorcycling	499,145
Skiing	199,610
Soccer	63,990
Tennis	111,409
Organized & Professional Sports	19,209
Sports Collectors	89,630
Sports Equipment	43,210

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