

BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

47400A

SPORTS EQUIPMENT & CLOTHES BUYERS

Get on the ball and tap into the largest sport equipment database available of credit card purchasers via retail and direct mail/internet. This enhanced consumer file allows you to select a specific sports category for a defined target. Derived from the house files of publishers and catalogers, this database covers a variety of sports categories from athletic trainers to sports fanatics. This group of sports enthusiasts enjoy an active lifestyle and appreciate the convenience and opportunity to shop from home for on-line and catalog purchases of their favorite sporting equipment, gear and apparel.

Total Database - 287,772

Available Selects \$5/M

Athletic Trainer	922
Auto Racing Enthusiasts	15,393
Baseball Equipment Buyers	35,333
Baseball Memorabilia & Book Buyers	15,366
Boating & Water Sports	15,876
Campers & Hikers	14,221
Canoeing & Rafting Enthusiast	10,765
Cyclists	15,876
Fishermen	25,873
Four-Wheel Driving	10,876
Golf Equipment Buyer	33,760
Guns and Gun Safety	12,165
Hunters	14,965
Men's Health	12,111
Soccer Equipment & Clothes Buyer	31,983
Sports Activities & Camps	9,009
Sports Fanatic	13,228

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

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