

BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

47800A

WALKING & JOGGING TO GOOD HEALTH

The individual consumers in the Walking & Jogging To Good Health list have purchased a wide range of exercise equipment products such as treadmills, cycling equipment, free weights, athletic apparel, footwear, and fitness club memberships. These exercise equipment buyers would be great to target your products and services for self improvement, apparel, related books, videos, dieting programs, just to name a few. These consumers have made purchases to support their exercise interest and are willing to spend the money necessary to keep them healthy. Whether marketing enhanced health products, green living, or sustainability this list is the perfect place to start your direct mail campaign. The Walking & Jogging To Good Health list is a consumer response list enhanced with other interests from undisclosed national files.

Total Database - 275,943

Available Selects \$5/M

Walkers	173,630
Runners	31,653
Treadmills	29,773
Fitness Club Members	40,887

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

321 San Anselmo Ave, San Anselmo, CA 94960 • (415) 457-1700 • Fax (415) 459-5162

(800) 850-1711