

BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

66200S

X-TREME SPORTS DIE HARDS

These active individuals go to extremes when it comes to their sport of choice. They are Extreme Sports enthusiasts who participate in sports that are thrilling, wild and what many would consider a bit on the dangerous side. From mountain biking to snowboarding and motorcross, these daredevils are interested in the latest sports gear and equipment, and in keeping up to date on styles and trends. Sourced from online surveys, direct mail, and special interest publications, target these athletes for sports and fitness offers, apparel, electronics, travel, magazines and much more.

Total Database - 4,051,378

Available Selects \$5/M

Mountain Biking	223,512
Motorcross	260,461
Motorcycling	558,057
Race Car Driving	585,110
Rollerblading	400,116
Skateboarding	298,787
Skiing	1,986,505
Snowboarding	323,940
Other Extreme Sports	392,455

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