

**HORSE RACING SYSTEMS BUYERS  
POSTAL AND EMAIL**

3/20/2018

082A

List Broker Discount 25% - More Information

42,568 Total Horse Racing Systems Buyers \$105.00/M  
20,050 Opt-In Email Addresses \$145.00/M

Counts thru 3/2018

**DATE**

3/2018 UPDATED  
3/2018 CONFIRMED

**TITLE**

**Horse Racing Systems Buyers /Inquirers and Prospects**

**UNIT OF SALE**

\$100.00 AVERAGE

**DESCRIPTION**

Horse racing enthusiasts who have purchased or requested information on different types of wagering and touting systems which would yield better results on horse handicapping.  
Horse handicapping system purchases or inquiries of books, programs, recommendations, etc. within the 12 last months.

**GENDER**

98% MALE  
2% FEMALE

**PROFILE**

Average Age: 52  
Average Income: \$90,000.00  
Average Net Worth: \$200,000.00

**SOURCES**

DIRECT RESPONSE  
DIRECT MAIL  
OPT-IN EMAIL

**ADDRESSING**

4 - UP CHESHIRE  
P.S. LABELS  
3 1/2 DISKETTE  
CD ROM  
E - MAIL / FTP  
EMAIL - DEPLOYMENT  
EMAIL - PERSONALIZATION

**SOURCES**

Casinos  
Race Tracks  
Subscriptions  
Direct Mail  
Opt-In Email  
Questionnaires  
Gaming Institutions  
Mail Order Houses  
Gambling Clubs  
Proprietary Sources

**SELECTIONS**

AGE	N/C
INCOME SELECT	N/C
PHONE NUMBER	\$20.00/M
ZIP/SCF/COUNTY/STATE	\$7.00/M
P.S. LABELS	\$10.00/M
3 X 5 INDEX CARDS	\$35.00/M
3 1/2 DISKETTE	\$50.00/F
CD ROM	\$50.00/F
E - MAIL / FTP	\$50.00/F

**Guaranteed 95% Deliverable | MINIMUM ORDER: 5,000 RECORDS**

**Updated Quarterly**

Last Update: 3/2018  
Next Update: 6/2018

**ADDITIONAL SELECTIONS**

NET WORTH	\$10.00/M
GENDER	\$5.00/M
KEY CODING	\$5.00/M
CARRIER RT. SORT.	\$10.00/M
BAR CODING	\$10.00/M
EMAIL - DEPLOYMENT	\$25.00/M
EMAIL - PERSONALIZATION	\$25.00/M

Delivery: Within 24 Hours  
Shipping & Handling: \$25.00 Flat Rate



**contact:**

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**data owner:**



**ws ponton**  
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