

**HORSE RACING SYSTEMS BUYERS
POSTAL AND EMAIL**

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

Updated

Quarterly

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

SOURCES

DIRECT RESPONSE
DIRECT MAIL
OPT-IN EMAIL

PROFILE

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

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

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

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

Updated Quarterly

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



data owner:



ws ponton
DATA + MARKETING SOLUTIONS | 100 YEARS

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