

**MAIL ORDER BUYERS OF GOLF EQUIPMENT  
POSTAL AND EMAIL**

6/20/2018

101A

List Broker Discount 25% - More Information

861,188 MOB's of Golf Equipment	\$105.00/M
686,519 With Phone Numbers	\$125.00/M
380,387 Opt-In Email Addresses	\$145.00/M

**Counts thru 6/2018**

**DATE**

6/2018 UPDATED  
6/2018 CONFIRMED

**UNIT OF SALE**

\$75.00 AVERAGE

**GENDER**

90% MALE  
10% FEMALE

**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

**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

**TITLE**

**Mail Order Buyers Of Golf Equipment**

**DESCRIPTION**

High income and high net worth golfing enthusiasts who purchase golfing aids, books, videos, clubs, tees, accessories through the mail. Most of these golfers are members of a country club.

**PROFILE**

Average Age:	51
Average Income:	\$92,000.00
Average Net Worth:	\$210,000.00

**SOURCES**

Direct Mail  
Space Ads  
Telemarketing  
Catalogs  
Subscriptions  
Investment Questionnaires  
Mail Order Companies  
Proprietary Sources  
Opt-In Email

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

**Updated Quarterly**

Last Update: 6/2018  
Next Update: 9/2018

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



**data owner:**



**ws ponton**  
DATA + MARKETING SOLUTIONS | 100 YEARS

**contact:**

800-628-7806 usa  
800-541-8540 canada  
412-782-1109 fax  
412-782-2360 in pa  
[sales@wsponton.com](mailto:sales@wsponton.com)  
[www.wsponton.com](http://www.wsponton.com)  
3030 william pitt way  
pittsburgh pa 15238