

# MAIL ORDER BUYERS OF TENNIS EQUIPMENT POSTAL AND EMAIL

12/20/2017

102A

List Broker Discount 25% - More Information

|   |            |
|---|------------|
| 238,062 Total MOB's of Tennis Equipment | \$105.00/M |
| 106,514 With Phone Numbers              | \$125.00/M |
| 112,127 Opt-In Email Addresses          | \$145.00/M |

**TITLE**

**Mail Order Buyers Of Tennis Equipment**

**DESCRIPTION**

High income and high net worth tennis enthusiasts who purchase tennis aids, books, videos, rackets, balls and accessories through the mail. Most of these tennis enthusiasts are members of a country club.

**PROFILE**

|                    |              |
|--------------------|--------------|
| Average Age:       | 44           |
| Average Income:    | \$90,000.00  |
| Average Net Worth: | \$185,000.00 |

**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: 12/2017  
Next Update: 3/2018

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



**data owner:**



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

**Counts thru 12/2017**

**DATE**

12/2017 UPDATED  
12/2017 CONFIRMED

**UNIT OF SALE**

\$55.00 AVERAGE

**GENDER**

80% MALE  
20% 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 |

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