

**SPORTS ENTHUSIASTS BUY THROUGH THE MAIL  
POSTAL and EMAIL**

3/20/2018

161A

List Broker Discount 25% - More Information

3,296,108	Sports Enthusiasts, who buy through the Mail	\$105.00/M
2,864,682	With Phone Numbers	\$125.00/M
1,455,891	Opt-In Email Addresses	\$145.00/M

**Counts thru 3/2018**

**DATE**

3/2018 UPDATED  
3/2018 CONFIRMED

**UNIT OF SALE**

\$40.00 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**

**Sports Enthusiasts Who Buy Through The Mail**

**DESCRIPTION**

**Affluent Sports Enthusiasts** who have purchased a wide variety of sporting goods and related items through the mail. Items range from sporting goods tee - shirts, videos, books, etc. Most of these mail order buyers participate in at least one sport and are also spectator sport enthusiasts.

**PROFILE**

Average Age:	36
Average Income:	\$68,000.00
Average Net Worth:	N/A

**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: 3/2018  
Next Update: 6/2018

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