

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

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

Updated

Quarterly

TITLE

Sports Enthusiasts Who Buy Through The Mail

UNIT OF SALE

\$40.00 AVERAGE

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.

GENDER

90% MALE
10% FEMALE

SOURCES

DIRECT RESPONSE
DIRECT MAIL
OPT-IN EMAIL

PROFILE

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

ADDRESSING

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

SOURCES

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

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

contact:

800-628-7806 usa
800-541-8540 canada
412-782-1109 fax
412-782-2360 in pa
sales@wsponton.com
www.wsponton.com
3030 william pitt way
pittsburgh pa 15238