

# MAIL ORDER BUYERS OF TENNIS EQUIPMENT POSTAL AND EMAIL

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

**Updated**

Quarterly

**TITLE**

**Mail Order Buyers Of Tennis Equipment**

**UNIT OF SALE**

\$55.00 AVERAGE

**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.

**GENDER**

80% MALE  
20% FEMALE

**PROFILE**

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

**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

**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

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