

All Sports Magazine Subscribers

30 day hotline subscribers available

Reach men and women who subscribe to one or more sports related magazines and/or other publications. Our avid readers like to receive the newest issues in their mailboxes as they turn to their favorite magazines to catch up on the latest sporting news.

This unique subscriber list focuses on the individuals and their interests rather than the particular magazine they subscribe to. It is an enhanced collection of subscribers from multiple publishers of sports related magazines. We have created this Multi-Sourced list in order to offer brokers and mailers the following advantages:

1. Actual monthly magazine subscriptions and multi-subscribers.
2. Considerable quantities across all categories.
3. Participating sources are deduped one from another.

Our list is gathered and overlaid by one of the larger consumer database owners in the industry. The unlimited possibilities of demographic and psychographic enhancements allow you to select subscribers within your mailer's category and customize the list to fit their target market.

Multiple selects allows your mailer to apply a statistical model and reach a market of like names to their existing customers.

119,852	30 day HL Subscribers	2010	\$75
24,528	30 day HL Multi Mag	2010	\$85
382,644	90 day HL Subscribers	2010	\$70
65,203	90 day HL Multi Mag	2010	\$80

Date: May 2010

Source: Magazine Subscriptions

Gender: 62% Male

Format (Flat):

E-mail: \$50.00
CD/MAG Tape: \$25.00

Net Arrangement:

Net: 85 %
Quantity: 50,000
Run Charge: \$8.00

Selections (/M):

<u>Select</u>	<u>Price</u>
Online Buyers	\$10.00
Gender	\$5.00
State/Zip/Select	\$5.00
Credit Card by Type	\$10.00
Age	\$10.00
Home Owner	\$10.00
Income	\$10.00
Lifestyle	\$10.00
Donors (By Cause)	\$10.00
Travel	\$10.00
Home Based Busines	\$10.00
Opportunity Seekers	\$10.00

Continuation and Test Usage:

- Sporting News Magazine
- ESPN
- Washington Mutual
- Sports Illustrated

Terms and Conditions:

Stated prices are for one time use only. Multiple and unlimited use agreements are available. Net name arrangements are available on large orders for many lists. Commissions are paid to recognized brokers and advertising agencies. Payment in full is required within 30 days of invoice. Cancellations must be in writing and are subject to running charges and/or a cancellation fee. Orders cancelled after the mail date on purchase order will be charged full price.

We believe the information concerning this list to be accurate but do not guarantee its accuracy or the outcome of the mailing. We are not liable for any damages or loss sustained through use of this list, or for any special or consequential damages, and in no event shall our liability exceed the price of the list.



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