

AMERICAN MUSIC LOVERS

161,671	MUSIC LISTENERS/BUYERS	\$70.00/M	UNIT OF SALE:
24,252	EMAIL ADDRESSES	\$150.00/M	N/A

THESE PEOPLE ARE PASSIONATE FOR MUSIC AND PURCHASE MORE RECORDS, CD'S, AND CASSETTES FOR THEIR ENJOYMENT THAN THE NORM. THEY LOVE TO LISTEN TO ALL TYPES OF MUSIC SUCH AS: ROCK, BLUES, RAP, POP, JAZZ, ALTERNATIVE, CONTEMPORARY, COUNTRY, OLDIES AND MUCH MORE. MANY PURCHASE APPAREL SPORTING THEIR FAVORITE STYLE OF MUSIC OR PERFORMER. MUSIC FANATICS LIKE THESE PURCHASE A WIDE VARIETY OF MUSIC, ELECTRONICS AND STEREO EQUIPMENT. MANY PURCHASE 10 OR MORE CD'S ANNUALLY AND ATTEND ONE OR MORE CONCERT EVENTS PER YEAR. THEIR AGE RANGE IS 25-55.

GENDER: 58% MALE
CAN SELECT

ADDRESSING:
SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:
10,000

SAMPLE REQUIRED

ADDITIONAL SELECTIONS AT \$15/M:
LISTEN TO MUSIC (19 TYPES AVAILABLE)
PURCHASE RECORDS/DISCS/TAPES (16 TYPES AVAILABLE)
BELONG TO RECORD/DISC/TAPE CLUB
JOIN CLUB THROUGH MAGAZINE/NEWSLETTER
JOIN CLUB THROUGH DIRECT MAIL
ORDER RECORDS/DISCS/TAPES THROUGH MAIL/PHONE
ATTEND CLASSICAL CONCERT
ATTEND ROCK/POP/OTHER CONCERT
ATTEND COUNTRY CONCERT

UPDATED MONTHLY

THIS LIST HAS BEEN CREATED BY ANALYZING CONSUMERS THAT REPORT MUSIC LISTENING, BUYING AND MUSIC-ENTHUSIAST RELATED BEHAVIORS IN SIMMON'S NATIONAL CONSUMER RESEARCH DATA AND IDENTIFYING NATIONAL CONSUMER HOUSEHOLDS WITH THE HIGHEST SIMILARITY AND MUSIC ENTHUSIAST BEHAVIORAL PREFERENCES - BASED ON STATISTICAL MODELS DEVELOPED BY RUF STRATEGIC SOLUTIONS AND ADDITIONAL EXTERNAL DATA INCLUDING EXPERIAN INSOURCE DEMOGRAPHICS.

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.
ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: DEVELOPED BY RUF STRATEGIC SOLUTIONS IN COOPERATION WITH EXPERIAN

SELECTIONS:	STATE, SCF, ZIP	\$6.00/M
	ZIP TAPE SET UP FEE	\$50.00
	CD ROM	\$50.00
	ELECTRONIC DELIVERY	\$50.00

** USAGE **

BOSE WAVE RADIO

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