

326,519	12 MONTH PARTICIPANTS		\$75.00/M	
221,031	6 MONTH PARTICIPANTS	ADD	\$10.00/M	GENDER
112,118	3 MONTH PARTICIPANTS	ADD	\$15.00/M	SELECTABLE
41,673	1 MONTH HOTLINE	ADD	\$20.00/M	
	EMAIL ADDRESSES	INQUIRE		ADDRESSING:

THE PARTICIPANTS INVOLVED IN THESE ACTION SPORTS SEEK THE ADRENALINE RUSH ACHIEVED THROUGH EXTREME SPORTS. THEIR PERCEPTIONS ABOUT THE LEVELS OF DANGER INVOLVED DISTINGUISH THEIR SPORT OF CHOICE WITH THE CONVENTIONAL ONES.

CD ROM
DISKETTE
EMAIL/FTP
KEYING: 2.50/M

WHETHER THESE ATHLETES ARE X GAME HOPEFULS OR WINTER X GAME PARTICIPANTS, THEY ARE ALL ABOUT THE SPORT. FROM ROCK CLIMBING, HANG GLIDING, SKYDIVING. ICE CLIMBING, MOTOCROSS OR SNOWBOARDING, SPEED, HEIGHT, DANGER LEVEL AND HIGH LEVEL OF PHYSICAL EXERTION MAKE THIS NOT JUST A HOBBY FOR THESE PARTICIPANTS, BUT A WAY OF LIFE. THESE ENTHUSIASTS PREFER THE CHALLENGE OF INDIVIDUALIZED SPORTS VERSUS THE TEAM EFFORT.

MINIMUM ORDER:
5,000
SAMPLE REQUIRED
UPDATED MONTHLY

SPORT SELECTS ARE AS FOLLOWS:

BMX CYCLING - 198,277	MOTOCROSS - 32,771
MOUNTAIN BIKING - 8,988	ROLLERBLADES - 20,233
POWER BOATING - 189,236	SNOW SKIING - 249,762
SNOW BOARDING - 37,927	SKATEBOARDING - 11,011
NASCAR ENTHUSIASTS - 142,112	TRIATHELETE - 10,372
WATER SKIING - 168,221	ROCK CLIMBING - 7,999
WAKE BOARD/WAKE SURF - 22,977	SKY DIVING - 19,201

AVERAGE AGE RANGE OF THESE ATHLETES IS 23 TO 33, WITH AN AVERAGE INCOME OF \$45K. THESE YOUNG, ACTIVE PROSPECTS ARE PRIME CANDIDATES FOR OFFERS OF MUSIC, CD'S, DVD'S. VIDEO GAMES, FAST FOOD, CREDIT CARDS AS WELL AS MAGAZINES AND SPORTING GOODS RELATING TO THEIR SPORT OF CHOICE. DURABLE CLOTHING AND TREND SETTING APPAREL ARE APPEALING AS WELL.

SOURCE: DIRECT RESPONSE

SELECTIONS: SCF, STATE, ZIP CODE	\$6.00/M
AGE	\$10.00/M
INCOME	\$10.00/M
GENDER	\$10.00/M
MARITAL STATUS	\$10.00/M
MAIL ORDER BUYER	\$10.00/M
MAGAZINE SUBSCRIBER	\$10.00/M
SPORT SELECT	\$10.00/M
TELEPHONES	\$30.00/M
ETHNICITY	\$20.00/M
ZIP TAPE SET UP FEE	\$50.00
ELECTRONIC DELIVERY	\$50.00
CD ROM	\$50.00

** USAGE **

TN MARKETING SNOWBOARDER MAGAZINE SURFER MAGAZINE
ALDERMAN WAKEBOARD SCHOOL BART'S WATER SPORTS

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