

EXTREME SPORTS ENTHUSIASTS

369,716	12 MONTH PARTICIPANTS		\$60.00/M	
250,274	6 MONTH PARTICIPANTS	+	\$10.00/M	GENDER
126,957	3 MONTH PARTICIPANTS	+	\$15.00/M	SELECTABLE
47,188	1 MONTH HOTLINE	+	\$20.00/M	

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.

ADDRESSING:
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 - 199,013	MOTOCROSS - 31,817
MOUNTAIN BIKING - 8,608	ROLLERBLADES - 19,353
POWER BOATING - 189,301	SNOW SKIING - 251,221
SNOW BOARDING - 21,280	SKATEBOARDING - 9,479
NASCAR ENTHUSIASTS - 143,377	

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
ZIP SET UP FEE	\$50.00
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	\$5.00/M
TELEPHONES	\$30.00/M
ETHNICITY	\$20.00/M
ELECTRONIC DELIVERY	\$50.00
CD ROM	\$50.00

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