

EXTREME SPORTS ENTHUSIASTS

365,509	12 MONTH PARTICIPANTS		\$60.00/M	
247,425	6 MONTH PARTICIPANTS	+	\$10.00/M	GENDER
125,512	3 MONTH PARTICIPANTS	+	\$15.00/M	SELECTABLE
46,651	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 - 206,973	MOTOCROSS - 33,089
MOUNTAIN BIKING - 8,952	ROLLERBLADES - 20,127
POWER BOATING - 196,876	SNOW SKIING - 261,269
SNOW BOARDING - 40,189	SKATEBOARDING - 11,314
NASCAR ENTHUSIASTS - 149,112	TRIATHLETE - 10,3823
WATER SKIING - 175,009	ROCK CLIMBING - 8,124
WAKE BOARD/WAKE SURF - 22,157	SKYDIVING - 19,974

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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