

GAMBLING MAGAZINE SUBSCRIBERS

188,145 12 MONTH SUBSCRIBERS \$105.00/M UNIT OF SALE:
 27,515 AVERAGE MONTHLY HOTLINE ADD \$15.00/M \$30.00 AVERAGE

THESE SUBSCRIBERS TAKE CHANCES REGULARLY AT SMALL AND LARGE CASINOS. THEY SUBSCRIBE TO GAMING MAGAZINES AND GO TO GREAT LENGTHS TO FIND CASINOS THAT HAVE THE HIGHEST PAYOUTS AND LOOSEST SLOTS. MANY VISIT LOCAL CASINOS 2 OR 3 TIMES A MONTH AND TRAVEL 4 OR MORE TIMES A YEAR VISITING CASINOS OF CHOICE NATIONWIDE.

GENDER: 75% MALE
 CAN SELECT

ADDRESSING:
 SEE SELECTIONS

KEYING: \$2.00/M

THE AVERAGE AGE OF THESE GAMBLERS IS 45 WITH AN AVERAGE INCOME OF \$75,000. THEY ENJOY MANY TYPES OF GAMING INCLUDING: BLACKJACK, BINGO, WAR, SLOTS, ROULETTE, CRAPS, BACCARAT, POKER, KENO AND PLACING BETS ON THEIR FAVORITE SPORTING EVENT. MANY ENJOY NIGHT TIME, SHOWS & ENTERTAINMENT, VISIT AREA GOLF COURSES, AND OTHER LOCAL NATIONAL LANDMARK'S AND ATTRACTIONS WHILE VISITING THE AREA.

MINIMUM ORDER:
 5,000

SAMPLE REQUIRED

UPDATES MONTHLY

GAME PLAYED SELECTIONS:

POKER = 93,972 BLACK JACK = 70,972 ROULETTE = 14,231
 SLOTS = 58,793 CRAPS = 15,792

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.

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.

END-USERS REQUIRING TELEPHONE NUMBERS MUST SIGN A "WAIVER OF LIABILITY AND INDEMNIFICATION AGREEMENT" AND MAY BE REQUIRED TO OBTAIN A SANS NUMBER FROM THE FTC WEB SITE: www.telemarketing.donotcall.gov

SOURCE: SUBSCRIBERS AND INTERNET SUBSCRIBERS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
RECENCY	\$15.00/M
AGE OR INCOME	\$10.00/M
GENDER	\$6.00/M
CREDIT CARD	\$10.00/M
PHONES	\$30.00/M
GAME PLAYED	\$10.00/M
LIFESTYLES	\$10.00/M
DEMOGRAPHICS	\$10.00/M
ELECTRONIC DELIVERY	\$50.00

** USAGE **

ADAM & EVE	GLOBAL GAMING INST.	NORRIS STRAUSS
CHILDREN'S INT'L	HI CAP MARKETING	ROYAL VEGAS
DALBY PUBLISHING	HOLLYWOOD SLOTS	SPIRAL SOLUTIONS
FOR HIM MAGAZINE	N. AMERICAN AFFINITY	TOP NOTCH SPORTS
FRUMAN		

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