

LIFESTYLE GAMBLERS

2,144,785 TOTAL GAMBLERS \$70.00/M

THESE CONSUMERS ENJOY CASINO GAMBLING. WHETHER BLACK JACK, POKER, ROULETTE, CRAPS OR THE SLOTS, THESE GAMBLERS VISIT LOCAL CASINOS ROUTINELY AND SEEK CASINOS WITH THE HIGHEST PAY OUTS AND LOOSEST SLOTS. MANY TRAVEL FREQUENTLY THROUGHOUT THE YEAR VISITING CASINOS OF CHOICE NATIONWIDE. MANY PLAN THEIR VACATION AROUND THEIR CASINO DESTINATION. MANY ENJOY THE NIGHT LIFE, SHOWS AND ENTERTAINMENT, VISIT AREA GOLF COURSES AND OTHER LOCAL LANDMARKS WHILE VISITING THEIR CASINO OF CHOICE.

GENDER: 50/50
NOT SELECTABLE

ADDRESSING:
CD ROM
DISKETTE
MODEM/FTP

KEYING: \$2.00/M

THE AVERAGE AGE OF THESE GAMBLERS IS 42 AND THEIR AVERAGE INCOME IS \$65,000.

MINIMUM ORDER:
5,000

DEMOGRAPHIC SELECTIONS AVAILABLE AT \$15/M INCLUDE:
AGE MAIL ORDER BUYER MARITAL STATUS
INCOME CREDIT CARD BUYER HOME OWNERSHIP
ETHNICITY LENGTH OF RESIDENCE
OCCUPATION PRESENCE OF CHILDREN
OTHERS AVAILABLE - PLEASE INQUIRE

SAMPLE REQUIRED

THRU: MARCH 2010
NEXT: NOVEMBER 2010

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: MAIL ORDER RESPONSE, CREDIT, GOVERNMENT
SUBSCRIPTION, SURVEY DATA

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
DEMOGRAPHIC SELECTIONS	\$15.00/M
CD ROM/DISKETTE	\$50.00
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: Scott@midwestdm.com

Midwest Direct Marketing, Inc.
501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320
Email: info@midwestdm.com