

POOL INSIDER

153,199 12 MONTH POOL PLAYERS \$85.00/M UNIT OF SALE:
 6 MONTH HOTLINE ADD \$10.00/M N/A

THESE CONSUMERS ARE MORE PASSIONATE ABOUT INDOOR RECREATION THAN MOST CONSUMERS AND HAVE A HIGH INTEREST IN GAMING AND BILLIARDS. SOME ARE IN LEAGUES AND TRAVEL FOR TOURNAMENTS. THEY ARE INTERESTED IN THE LATEST NEWS AND HIGHLIGHTS FROM NATIONAL MAGAZINES AND ON-LINE NEWSLETTERS.

GENDER: 63% MALE
 CAN SELECT

ADDRESSING:
 SEE SELECTIONS

KEYING: \$2.00/M

THESE INDOOR GAMING FANATICS CAN SPEND THEIR INCOME ON A WIDE VARIETY OF BILLIARDS, GAMING AND DEN RECREATIONAL EQUIPMENT. THEIR AGE RANGE IS 35-55.

MINIMUM ORDER:
 10,000

MANY OF THESE ENTHUSIASTS DECORATE THEIR PRIVATE DENS WITH PICTURES, NEON LIGHTS, BAR ACCESSORIES, COLLECTIBLES AND MANY PURCHASE DART BOARDS ALONG WITH MANY OTHER GAMES AND ACCESSORIES. THESE FOLKS ARE MORE LIKELY TO ENTERTAIN AT HOME, BE AVID WINE AND BEER CONNOISSEURS AND PURCHASE LOGO APPAREL WITH THEIR FAVORITE SPORT.

SAMPLE REQUIRED

THRU: NOVEMBER 11
 NEXT: MAY 12

THIS LIST HAS BEEN CREATED BY ANALYZING CONSUMERS THAT REPORT RECREATIONAL GAMING AND POOL RELATED BEHAVIORS IN SIMMON'S NATIONAL CONSUMER RESEARCH DATA AND IDENTIFYING NATIONAL CONSUMER HOUSEHOLDS WITH THE HIGHEST SIMILARITY AND POOL AND BILLIARD ENTHUSIAST BEHAVIORAL PREFERENCES - BASED ON STATISTICAL MODELS DEVELOPED BY RUF STRATEGIC SOLUTIONS AND ADDITIONAL EXTERNAL DATA INCLUDING EXPERIAN INSOURCE DEMOGRAPHICS.

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: DEVELOPED BY RUF STRATEGIC SOLUTIONS
 IN COOPERATION WITH EXPERIAN

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
GENDER	\$6.00/M
AGE	\$10.00/M
INCOME	\$10.00/M
BUYER	\$10.00/M
SUBSCRIBER	\$10.00/M
ELECTRONIC DELIVERY	\$50.00

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