

TRAVEL AND GOLF

331,442	12 MONTH GOLFERS	\$65.00/M	
166,371	6 MONTH GOLFERS	\$75.00/M	GENDER: 87% MALE
74,086	3 MONTH GOLFERS	\$85.00/M	CANNOT SELECT
70,732	EMAIL ADDRESSES		INQUIRE

THESE UPSCALE GOLFERS, WITH INCOMES IN EXCESS OF \$200,000 HAVE RESPONDED TO A DIRECT MAIL OFFER FOR RESERVATIONS OR MEMBERSHIP TO GOLF RESORTS. THEY ARE INTERESTED IN GOLF COURSES IN THE MOST EXOTIC LOCATIONS. FROM FLORIDA TO HAWAII TO THE CARIBBEAN, THESE AVID GOLFERS TRAVEL NATIONWIDE TO PLAY AT THE BEST 5 STAR GOLF RESORTS IN AMERICA.

ADDRESSING:
SEE SELECTIONS
KEYING: \$10.00/M
MINIMUM ORDER:
5,000

ALL PRE-PAID ORDERS WILL RECEIVE A SUBSTANTIAL DISCOUNT ON PRICING.

SAMPLE REQUIRED
THRU: NOVEMBER 11
NEXT: MAY 12

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: GOLF RESORT/RESERVATIONS VIA DIRECT MAIL SOLICITATIONS.

SELECTIONS: STATE, SCF, ZIP	\$10.00/M
INCOME	\$10.00/M
AGE	\$10.00/M
PRODUCT BUYER	\$10.00/M
MAGAZINE SUBSCRIBER	\$10.00/M
DEMOGRAPHICS	\$10.00/M
ELECTRONIC DELIVERY	\$50.00

** USAGE **

AAA	GOLF WAREHOUSE	MARRIOTT VACATION
CANADIAN TOURISM	HACKER GROUP	RESIDENCE CLUB PGA
COOPER COMMUNITY	HAMILTON PARTNERS	TETHEROW
GOLF DIGEST	JP MORGAN CHASE	WHISTLER RESORT

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