

Health, Fitness & Exercise Buyers

Description

This database is made up of mail order buyers of various fitness and exercise clothing and equipment. Their purchases indicate a love of the outdoors and the pursuit of a healthy lifestyle.

Ideal test list for all apparel, exercise, health related offers.

*Prices subject to change without notice

**Prepayment for first-time users

List Selections

4,232,015	Fitness and Exercise Enthusiasts
2,096,725	Walking
3,125,705	Hiking and Outdoor
1,395,300	Running or Jogging
2,276,380	Golf Players
1,217,855	Tennis
2,872,370	Health and Natural Food
3,057,615	Fishing
1,309,520	Snow Skiing

Names Thru: 09/30/08
Next Update: 12/15/08

List Usage

Health Labs of North America
Ramsey Outdoor
Saab
Timberland
Bally's
USGA

Pricing & Selections

Base	\$85.00/M
Recency	\$12.00/M
Age, Gender, Income	\$7.00/M
Mail Order Buyers	\$7.00/M
Bank Card Holders	\$7.00/M
Interest	\$12.00/M
State, SCF, Zip	\$7.00/M
Mag Tape/Cartridge	\$35.00/F
Email	\$75.00/F
CD Rom	\$50.00/F
Running Charges	\$10.00/M
Key Coding	\$3.00/M

Contact

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