

NUTS ABOUT NASCAR

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|------------------------|---------------|----------------|
| <i>Total Universe:</i> | 1,441,879 | \$ 100/M |
| Monthly H/I | 40,091 | \$ +5/M |
| Non Profit: | | \$ 75/M |

These race fan disciples are just nuts over the sound and smell of the machines that burn fossil fuels. NASCAR is the 2nd largest watched sport on the planet. These spectators go nuts when there is an event on the horizon. They attend most races when in the area, travel to these locations or watch it avidly on the tube. Essentially, the responders base their life around the races. The respondents are all derived from the member area; these "nuts" purchase a multitude of items for themselves, children and significant others.

The average age of these savvy consumers is 38, with an average income of \$56,000. They are mostly male (60%) mostly working to support the family and the memorabilia habit.

This file is highly recommended for credit offers, insurance, loans, debt consolidation, publishing, sports, travel and leisure products, all collectibles, electronics and gadgets and so much more.

Ordering Instructions

- 5,000 name minimum order \$0 minimum payment
- Please inquire about net name
- Exchange is not available
- Broker commission 20% on base
- Agency commission 15% on base
- Reuse – Please inquire
- Please inquire about telemarketing
- Cancellation fee at \$10.00/M

Selects:

| | |
|-----------------------------|--------|
| Income Range | \$ 6/M |
| State, Zip, SCF | \$ 6/M |
| Renter/Homeowner | \$ 6/M |
| Gender | \$ 6/M |
| Product | \$ 6/M |
| Childs Age Range | \$ 6/M |
| Presence of Children | \$ 6/M |

| | |
|-------------------|-----------|
| Key Coding | \$ 2.50/M |
| A/B Split | \$ 5/M |
| CD Rom | \$ 35/F |
| Diskette | \$ 35/F |
| Email | \$ 35/F |
| P/S Labels | \$ 10/M |

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|------------------|--------------------------------------|
| Market: | Consumer |
| Type: | Email, Postal Mail, Telephone |
| Opt-In: | Confirmed Opt-in |
| Geo: | Domestic (US) |
| Gender: | 35% Female 60% Male |
| Income: | \$56,000 |
| Spending: | \$49.95 Average Order |

SOURCE: INTERNET

NET NAME ARRANGEMENT IS AVAILABLE - CALL TO DISCUSS. NO EXCHANGES.

Please contact List Management at sales@offersinthemail.com



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