

**EXTREME SPORTS ENTHUSIASTS**

06063

338,147	12 MONTH PARTICIPANTS		\$75.00/M	
220,043	6 MONTH PARTICIPANTS	ADD	\$10.00/M	GENDER
143,028	3 MONTH PARTICIPANTS	ADD	\$15.00/M	SELECTABLE
52,596	1 MONTH HOTLINE	ADD	\$20.00/M	
	EMAIL ADDRESSES	INQUIRE		ADDRESSING:

THE PARTICIPANTS INVOLVED IN THESE ACTION SPORTS SEEK THE ADRENALINE RUSH ACHIEVED THROUGH EXTREME SPORTS. THEIR PERCEPTIONS ABOUT THE LEVELS OF DANGER INVOLVED DISTINGUISH THEIR SPORT OF CHOICE WITH THE CONVENTIONAL ONES.

CD ROM  
DISKETTE  
EMAIL/FTP

KEYING: 2.50/M

WHETHER THESE ATHLETES ARE X GAME HOPEFULS OR WINTER X GAME PARTICIPANTS, THEY ARE ALL ABOUT THE SPORT. FROM ROCK CLIMBING, HANG GLIDING, SKYDIVING. ICE CLIMBING, MOTOCROSS OR SNOWBOARDING, SPEED, HEIGHT, DANGER LEVEL AND HIGH LEVEL OF PHYSICAL EXERTION MAKE THIS NOT JUST A HOBBY FOR THESE PARTICIPANTS, BUT A WAY OF LIFE. THESE ENTHUSIASTS PREFER THE CHALLENGE OF INDIVIDUALIZED SPORTS VERSUS THE TEAM EFFORT.

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

UPDATED MONTHLY

**SPORT SELECTS ARE AS FOLLOWS:**

BMX CYCLING - 25,962	MOTOCROSS - 36,421
MOUNTAIN BIKING - 10,227	ROLLERBLADES - 22,996
POWER BOATING - 199,146	SNOW SKIING - 259,114
SNOW BOARDING - 41,322	SKATEBOARDING - 17,317
NASCAR ENTHUSIASTS - 152,865	TRIATHELETE - 11,996
WATER SKIING - 177,748	ROCK CLIMBING - 9,024
WAKE BOARD/WAKE SURF - 27,948	SKY DIVING - 21,986

AVERAGE AGE RANGE OF THESE ATHLETES IS 23 TO 33, WITH AN AVERAGE INCOME OF \$45K. THESE YOUNG, ACTIVE PROSPECTS ARE PRIME CANDIDATES FOR OFFERS OF MUSIC, CD'S, DVD'S. VIDEO GAMES, FAST FOOD, CREDIT CARDS AS WELL AS MAGAZINES AND SPORTING GOODS RELATING TO THEIR SPORT OF CHOICE. DURABLE CLOTHING AND TREND SETTING APPAREL ARE APPEALING AS WELL.

SOURCE: DIRECT RESPONSE

SELECTIONS: SCF, STATE, ZIP CODE	\$6.00/M
AGE	\$10.00/M
INCOME	\$10.00/M
GENDER	\$10.00/M
MARITAL STATUS	\$10.00/M
MAIL ORDER BUYER	\$10.00/M
MAGAZINE SUBSCRIBER	\$10.00/M
SPORT SELECT	\$10.00/M
TELEPHONES	\$30.00/M
ETHNICITY	\$20.00/M
ZIP TAPE SET UP FEE	\$50.00
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: [scott@midwestdm.com](mailto:scott@midwestdm.com)