

EXTREME SPORTS ENTHUSIASTS

06063

338,749	12 MONTH PARTICIPANTS		\$75.00/M	
220,186	6 MONTH PARTICIPANTS	ADD	\$10.00/M	GENDER
143,121	3 MONTH PARTICIPANTS	ADD	\$15.00/M	SELECTABLE
57,004	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.

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.

KEYING: 2.50/M

MINIMUM ORDER: 5,000

SAMPLE REQUIRED

UPDATED MONTHLY

SPORT SELECTS ARE AS FOLLOWS:

BMX CYCLING - 25,788	MOTOCROSS - 36,397
MOUNTAIN BIKING - 10,136	ROLLERBLADES - 22,821
POWER BOATING - 199,019	SNOW SKIING - 259,008
SNOW BOARDING - 41,117	SKATEBOARDING - 17,219
NASCAR ENTHUSIASTS - 152,743	TRIATHELETE - 11,974
WATER SKIING - 177,599	ROCK CLIMBING - 9,011
WAKE BOARD/WAKE SURF - 27,824	SKY DIVING - 21,877

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