

HEALTH, FITNESS & SPORTS ENTHUSIAST

1,017,539	12 MO. SPORTS ENTHUSIAST		\$50.00/M	
922,876	12 MO. BASEBALL	ADD	\$15.00/M	
664,527	12 MO. BASKETBALL	ADD	\$15.00/M	
561,398	12 MO. FITNESS	ADD	\$15.00/M	ADDRESSING:
1,007,123	12 MO. FOOTBALL	ADD	\$15.00/M	SEE SELECTIONS
263,985	12 MO. GOLF	ADD	\$15.00/M	
279,946	12 MO. RUNNING	ADD	\$15.00/M	
211,324	12 MO. WALKING	ADD	\$15.00/M	KEYING: 2.00/M
186,741	12 MO. HOCKEY	ADD	\$15.00/M	
233,787	12 MO. WEIGHT LIFTING	ADD	\$15.00/M	MINIMUM ORDER:
109,378	12 MO. SNOW SKIING	ADD	\$15.00/M	5,000
272,429	12 MO. SPORTS PUBL SUBS	ADD	\$15.00/M	
254,611	12 MO. HEALTH/FITN SUBS	ADD	\$15.00/M	SAMPLE REQUIRED
	6 MO. HOTLINE	ADD	\$10.00/M	
	3 MO. HOTLINE	ADD	\$15.00/M	
	1 MO. HOTLINE	ADD	\$20.00/M	
	EMAIL ADDRESSES	INQUIRE		

THESE ARE THE ULTIMATE SPORTS ENTHUSIASTS!
 ONE OR MORE INDIVIDUALS IN EACH OF THESE HOUSEHOLDS
 ACTIVELY PARTICIPATE IN ONE OR MORE OF THE SPORTS
 LISTED ACTIVITIES ABOVE. MANY ARE MEMBERS OF THEIR
 LOCAL FITNESS CLUB OR YMCA AND PARTICIPATE IN
 REGULARLY SCHEDULED WORK OUT REGIMENTS ALONE OR
 WITH THEIR PERSONAL TRAINER. WITH AN AVERAGE AGE OF
 38 AND AVERAGE HOUSEHOLD INCOME OF \$75K, THESE
 CONSUMERS ARE COMMITTED TO A HEALTHY LIFESTYLE,
 DIETARY BALANCE AND PERSONAL SELF-ESTEEM.

UPDATED MONTHLY

THE HEALTHY LIFESTYLES OF THESE CONSUMERS MAKE THEM
 PERFECT CANDIDATES FOR OFFERS OF NUTRITIONAL SNACKS
 FOOD AND DRINK, AS WELL AS ATHLETIC APPAREL AND
 SHOES.

DEMOGRAPHIC SELECTIONS AVAILABLE AT \$10/M:

AGE	CHILDREN'S AGE
INCOME	CHILDREN'S GENDER
HOMEOWNER	PRESENCE OF CHILDREN
LENGTH OF RESIDENCE	

ADDITIONAL SELECTIONS AVAILABLE AT \$15/M:

OCCUPATION	BICYCLING
MARITAL STATUS	SNOW BOARDING
DO-IT YOURSELF	SNOWMOBILING
MAIL ORDER BUYER	HEALTHY EATING
CREDIT CARD BUYER	MAGAZINE SUBSCRIBER

ALL ORDERS CANCELLED AFTER THE MAILDATE 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: DIRECT RESPONSE

(CONTINUED ON NEXT PAGE)

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HEALTH, FITNESS & SPORTS ENTHUSIAST (CONT'D)

SELECTIONS: STATE, SCF. ZIP	\$6.00/M
DEMOGRAPHIC SELECTIONS	\$10.00/M
ADDITIONAL SELECTIONS	\$15.00/M
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: Scott@midwestdm.com