

**HEALTH, FITNESS & SPORTS ENTHUSIAST**

1,016,811	12 MO.	SPORTS ENTHUSIAST		\$50.00/M	
922,147	12 MO.	BASEBALL	ADD	\$15.00/M	
663,829	12 MO.	BASKETBALL	ADD	\$15.00/M	
561,127	12 MO.	FITNESS	ADD	\$15.00/M	ADDRESSING:
1,006,838	12 MO.	FOOTBALL	ADD	\$15.00/M	SEE SELECTIONS
263,174	12 MO.	GOLF	ADD	\$15.00/M	
279,741	12 MO.	RUNNING	ADD	\$15.00/M	
211,117	12 MO.	WALKING	ADD	\$15.00/M	KEYING: 2.00/M
186,583	12 MO.	HOCKEY	ADD	\$15.00/M	
233,698	12 MO.	WEIGHT LIFTING	ADD	\$15.00/M	MINIMUM ORDER:
109,262	12 MO.	SNOW SKIING	ADD	\$15.00/M	5,000
271,642	12 MO.	SPORTS PUBL SUBS	ADD	\$15.00/M	
254,438	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

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