

LIFESTYLE GAMBLERS

472,089 12 MONTH GAMBLERS \$70.00/M
 6 MONTH HOTLINE ADD \$5.00/M
 3 MONTH HOTLINE ADD \$10.00/M
 1 MONTH HOTLINE ADD \$15.00/M
 EMAIL ADDRESSES INQUIRE

GENDER: 50/50
 SELECTABLE

THESE CONSUMERS ENJOY CASINO GAMBLING. WHETHER BLACK JACK, POKER, ROULETTE, CRAPS OR THE SLOTS, THESE GAMBLERS VISIT LOCAL CASINOS ROUTINELY AND SEEK CASINOS WITH THE HIGHEST PAY OUTS AND LOOSEST SLOTS. MANY TRAVEL FREQUENTLY THROUGHOUT THE YEAR VISITING CASINOS OF CHOICE NATIONWIDE. MANY PLAN THEIR VACATION AROUND THEIR CASINO DESTINATION. MANY ENJOY THE NIGHT LIFE, SHOWS AND ENTERTAINMENT, VISIT AREA GOLF COURSES AND OTHER LOCAL LANDMARKS WHILE VISITING THEIR CASINO OF CHOICE.

ADDRESSING:
 SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:
 5,000

ADDITIONAL SELECTIONS AVAILABLE AT \$10/M INCLUDE:

POKER / CARD GAMES SLOT MACHINES
 OTHER TABLE GAMES HORSE RACING
 SPORTS BETTING STAGE SHOWS
 LUXURY HOTEL WHALES
 BUDGET HOTEL

THE AVERAGE AGE OF THESE GAMBLERS IS 42 AND THEIR AVERAGE INCOME IS \$65,000.

SAMPLE REQUIRED

DEMOGRAPHIC SELECTIONS AVAILABLE AT \$10/M INCLUDE:

AGE MAIL ORDER BUYER MARITAL STATUS
 INCOME CREDIT CARD BUYER HOME OWNERSHIP
 ETHNICITY LENGTH OF RESIDENCE ADULT INTERESTS
 OCCUPATION ASTROLOGY PRESENCE OF CHILDREN
 LOTTERY SWEEPSTAKES TOBACCO USE
 WINE/ BEER GAY/ LESBIAN SWEEPSTAKES

UPDATED MONTHLY

ALL ORDERS CANCELLED AFTER THE MAIL DATE 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: CASINO MARKETING SOLICITATIONS

SELECTIONS: STATE, SCF, ZIP \$6.00/M
 GENDER \$6.00/M
 GAMBLING INTERESTS \$10.00/M
 DEMOGRAPHIC SELECTIONS \$10.00/M
 ETHNICITY \$10.00/M
 CREDIT CARD TYPE \$10.00/M
 ELECTRONIC DELIVERY \$50.00

CONTACT LIST MANAGER EMAIL: Scott@midwestdm.com