

**LIFESTYLE GAMBLERS**

346,413	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](mailto:Scott@midwestdm.com)