

**SCI-FI ENTHUSIASTS**

|         |                             |           |                |
|---------|-----------------------------|-----------|----------------|
| 245,009 | 12 MONTH SCI-FI ENTHUSIASTS | \$75.00/M |                |
|         | 6 MO SCI-FI ENTHUSIASTS ADD | \$10.00/M | GENDER:        |
|         | 3 MO SCI-FI ENTHUSIASTS ADD | \$15.00/M | SELECTABLE     |
|         | 1 MO SCI-FI ENTHUSIASTS ADD | \$20.00/M |                |
|         | SCI-FI SUBSCRIBERS          | \$10.00/M | ADDRESSING:    |
|         | SCI-FI PRODUCT BUYERS       | \$10.00/M | SEE SELECTIONS |
| 59,163  | EMAIL ADDRESSES             |           |                |
|         | INQUIRE                     |           |                |

KEYING: 2.50/M

SPACE: THE FINAL FRONTIER. THESE ARE THE VOYAGES OF THE STARSHIP ENTERPRISE. ITS FIVE YEAR MISSION: TO EXPLORE STRANGE NEW WORLDS, TO SEEK OUT NEW LIFE AND NEW CIVILIZATIONS - TO BOLDLY GO WHERE NO MAN HAS GONE BEFORE. THIS IS THE MOTTO OF THESE MODERN DAY "TREKKERS".

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

UPDATED MONTHLY

WHETHER IT IS THE LOVE OF STAR TREK, DEEP SPACE NINE BATTLESTAR GALACTICA, STAR WARS OR ET THESE LOYAL FOLLOWERS ATTEND CONVENTIONS AND OWN MEMORABELIA PERTAINING TO THEIR PASSION. THEY REGULARLY ATTEND CONVENTIONS ALL OVER THE WORLD AND ARE, THEREFORE, CANDIDATES FOR OFFERS OF HOTEL/MOTEL RATES, AIRLINE AND RENTAL CAR DISCOUNTS.

THE PHENOMENON OF SCIENCE FICTION INDICATES THAT A PERSON'S INTEREST IN THE SUBJECT AFFECTS THE WAY THEY THINK ABOUT SCIENCE. STUDIES IMPLY THAT THERE IS A STRONG CONNECTION BETWEEN THOSE WHO LOVE SCIENCE FICTION AND THE BELIEF THAT EXTRA-TERRESTRIAL BEINGS EXIST.

THESE SCIENCE FICTION LOVERS REGULARLY ATTEND THE LATEST SCI-FI MOTION PICTURE RELEASES, PURCHASE CD'S VIDEO GAMES AND BUY THE LATEST BOOKS AVAILABLE ONLINE OR IN CATALOGS. THEY ALSO ENJOY SCI-FI ART, MAGAZINES, TV SHOWS, GAMES AND COMPUTERS.

THE AVERAGE HOUSEHOLD INCOME FOR THESE SCI-FI BUFFS IS \$85K WITH AN AVERAGE AGE OF 40. THEY ARE EXCELLENT PROSPECTS FOR BOOK CLUB OFFERS, BOOKS ON TAPE, CD'S, MAGAZINE SUBSCRIPTIONS, SOFTWARE AND ENTERTAINMENT.

SOURCE: DIRECT RESPONSE

|             |                      |           |
|-------------|----------------------|-----------|
| SELECTIONS: | SCF, STATE, ZIP CODE | \$6.00/M  |
|             | AGE OR INCOME        | \$10.00/M |
|             | GENDER               | \$10.00/M |
|             | ELECTRONIC DELIVERY  | \$50.00   |

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