

**TRAVEL AND GOLF**

|         |                  |               |                  |
|---------|------------------|---------------|------------------|
| 360,624 | 12 MONTH GOLFERS | \$65.00/M     |                  |
| 231,789 | 6 MONTH GOLFERS  | ADD \$10.00/M | GENDER: 87% MALE |
| 149,337 | 3 MONTH GOLFERS  | ADD \$15.00/M | CANNOT SELECT    |
|         | 1 MONTH GOLFERS  | ADD \$20.00/M |                  |
| 87,224  | EMAIL ADDRESSES  | INQUIRE       |                  |

ADDRESSING:

SEE SELECTIONS

THESE UPSCALE GOLFERS, WITH INCOMES IN EXCESS OF \$200,000 HAVE RESPONDED TO A DIRECT MAIL OFFER FOR RESERVATIONS OR MEMBERSHIP TO GOLF RESORTS. THEY ARE INTERESTED IN GOLF COURSES IN THE MOST EXOTIC LOCATIONS. FROM FLORIDA TO HAWAII TO THE CARIBBEAN, THESE AVID GOLFERS TRAVEL NATIONWIDE TO PLAY AT THE BEST 5 STAR GOLF RESORTS IN AMERICA.

KEYING: \$10.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

ALL PRE-PAID ORDERS WILL RECEIVE A SUBSTANTIAL DISCOUNT ON PRICING.

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: GOLF RESORT/RESERVATIONS VIA DIRECT MAIL SOLICITATIONS.

|                             |           |
|-----------------------------|-----------|
| SELECTIONS: STATE, SCF, ZIP | \$10.00/M |
| INCOME                      | \$10.00/M |
| AGE                         | \$10.00/M |
| PRODUCT BUYER               | \$10.00/M |
| MAGAZINE SUBSCRIBER         | \$10.00/M |
| DEMOGRAPHICS                | \$10.00/M |
| ELECTRONIC DELIVERY         | \$50.00   |

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