

Sports Enthusiasts

Total Universe: **42, 373, 661**

Base Rate: **\$65.00 / M**

Description Summary

Looking for consumers that eat, sleep, and breath sports? We have more sports fans in our database than any of our competitors. With our Sport Enthusiasts Databank, you can target your prospects by type of sport and over 100 various demographics, geographic and psychographic selections. Pinpoint prospects with accuracy and precision. This highly responsive list will deliver the results you need for your next campaign. Every name in our database is waiting to purchase anything and everything related to their favorite team.

How Our Data is Compiled

Our data is compiled using more sources than any other compiled consumer database in the industry, including: Phone Directories, Surveys, US Census Data, Voter Registration, Product & Warranty Information, Credit Card Transactions, Mail Order Purchases, Real Estate, Magazine Subscriptions, as well as Deed & Transaction Data. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. The list is also CASS certified to ensure further accuracy. Our continuous verification process yields the most reliable and deliverable business database in the industry.

Consider the Facts

- ✓ The average sports fan spends \$200 or more on sporting event tickets per month
- ✓ The average sports fan owns over 20 pieces of team branded apparel
- ✓ The sports fans generally have a favorite team in at least three of the four major U.S. Sports
- ✓ Football is the most popular of the four major U.S. Sports
- ✓ College athletics edge out professional sports in popularity in the deep south.

Recommended Usage

Our Sport Enthusiasts Databank is perfect for sports related offers, for consumer and business product marketers who are trying to reach sports fan.

Sample Mail Piece Required

Inquire

Market Type

Consumer Data

List Channels

Postal, Email, Telephone

Source

Proprietary, Survey/Self-Reported, Public Records & Direct Response

Output Options

Electronic, Printed

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$500.00

Net Name

Floor: 85%
Minimum Quantity: 25,000
Run Charge: \$10.00/M

Exchanges

Please Inquire

Reuse

Yes

Cancellation Charges

Yes, all orders canceled after shipping will incur a fee.

Commission

A standard 20% broker/agency commission is extended to all qualified trade partners.

Popular Selections (for additional selections please inquire)

Age Phone	Ethnicity	Geography	Income
Dwelling Type	Gender	Favorite Sport	

For additional information or list counts, contact your representative or list manager at 1.800.457.2899