



- A] QUANTITY
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## FILE: # 2.0 ON THE GREEN - GOLFERS

COUNTS THROUGH: 6.15.2007

### A] QUANTITY

<b>3,619,982</b>	Last 12 Months	<b>\$115/M</b>
<b>227,643</b>	Monthly Hotline	<b>Additional \$20/M</b>
<b>847,963</b>	Quarterly Hotline	<b>Additional \$10/M</b>
	eMail with Deployment	<b>\$100/M</b>
	Publishers Rate/ Fundraising Rate	<b>\$95/M</b>

### B] DESCRIPTION *\*RECENTLY RELEASED\*NEW TO MARKET\**

#### # 2.0 On the Green - GOLFERS

This file is a brand new release. Survey response generates the MediaHeights # 2.0 On The Green - GOLFERS file. Don't be fooled, EVERY golfer in this file wants to improve their game and the latest gadgetry in golf and technology at the tee-box is just what they are looking for.

Just as you would expect, these golfers have a higher than average HHI, incidence of traveling, walking for health and enjoying the outdoors. This is a great file for the high-ticket items that go with the game of golf: Apparel for various weather conditions, golf carts and accessories, golf clubs, golf balls, golf bags, and of course how to books, magazines and catalogs.

Attention Brokers and Agencies: You are paid commission on all selection

#### SELECTIONS *Buyers & Lifestyles*

» Retail Buyer	<b>731,531</b>
» Catalog Buyer	<b>2,370,421</b>
» Mail Order Buyer	<b>3,170,436</b>
» Online Buyer	<b>446,104</b>
» Men	<b>2,934,532</b>
» Women	<b>666,021</b>
» Income over \$125K	<b>706,096</b>

#### SELECTIONS *Lifestyles & Demographics*

» Gourmet Foods	<b>275,632</b>
» High -Tech Savvy	<b>1,825,900</b>
» Frequent Fliers	<b>866,782</b>
» Homemakers	<b>45,713</b>
» Retirees	<b>227,286</b>
» Hispanic	<b>114,794</b>
» African American	<b>76,284</b>

FILE:

# # 2.0 ON THE GREEN - GOLFERS

# 2.0 THE NEXT GENERATION IN CONSUMER DATA

## C] SELECTS

DESCRIPTION	BASE RATE
Monthly Hotline	\$20/M
Quarterly Hotline	\$10/M
Age/Gender	\$5/M
Ethnicity/Religion	\$15/M
Income/Education	\$10/M
Internet/Catalog/Retail Buyers	\$15/M
Mail Order Buyers	\$15/M
Credit Card Buyers	\$20/M
Donors	\$20/M
Own RV/Boat	\$10/M
Presence of Children/Teens	\$10/M
D - I - N - K	\$15/M
Home Owner/Length of Residence	\$10/M
Key-Coding	\$3.5/M
Zip	\$10/M
SCF	\$7/M
State	\$5/M

## E] CONTACT

EMAIL: [DATASALES@MEDIAHEIGHTS.COM](mailto:DATASALES@MEDIAHEIGHTS.COM)

DATA CARDS: [WWW.MEDIAHEIGHTS.COM/DDC](http://WWW.MEDIAHEIGHTS.COM/DDC)

TOLL FREE: **800-379-6147** X290

PHONE: **603-749-5511** X290

FAX: **603-749-4280**

## D] ADDRESSING

DESCRIPTION	BASE RATE
Key Coding	\$3.5/M
CD ROM	\$75/F
E-mail	\$75/F
FTP	\$75/F

## E] ORDERING INSTRUCTIONS

DESCRIPTION	INFO
10,000 Name Minimum	
85% Net Name available on orders 50,000 or more	<b>\$8/M</b> <i>Run Charge</i>
Re-use pricing available	<b>INQUIRE</b>
<b>TELEMARKETING IS NOT AVAIL</b>	