



- A) QUANTITY
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FILE: ***WINTER SPORTS* SKIERS, SNOWMOBILERS AND SNOWBOARDERS**

COUNTS THROUGH: **5.15.2007**

A] QUANTITY

QUANTITY	INFO	BASE RATE
1,630,052	Total Universe	\$ 75/M
1,302,611	Skiers	\$ 85/M
334,047	Snowmobilers	\$ 85/M
87,694	Snowboarders	\$ 85/M
137,630	30 Day Hotline	Additional \$20/M
411,004	3 Month Hotline	Additional \$10/M

B] DESCRIPTION

Welcome BACK! # 1.0 The Next Generation in Consumer Data

Total selectable data points 400++

*** WINTER SPORTS * SKIERS, SNOWMOBILERS AND SNOWBOARDERS**

These Snow Sportsmen and Sportswomen have responded via survey that they Ski, Snowboard or own a Snowmobile. This file is primarily males with an average age of 49. These Winter Sports enthusiasts represent over half a million D-I-N-K (Dual Income No Kids) households. Skiers, Snowmobilers and Snowboarders are Tech-Savvy, Affluent, and Well Educated, Well-Traveled -domestically and abroad- with Buying Power, Disposable Incomes, and Household Incomes higher than the American Average.

Skiing is the # 1.0 most popular Winter Sport in America. Nearly every single record in this file is a credit card holder and half of these Snow and Winter Sports enthusiasts are vested in the stock market.

SAMPLE SELECTIONS *Travel and Shopping*

» Cruise Ship Cruisers	115,004
» International	76,109
» Travel For Business	42,236
» Domestic Travel	118,732
» Catalog Buyer	1,371,984
» Mail Order Buyer	1,431,152
» Online Buyers	683,349

SAMPLE SELECTIONS *Lifestyles*

» Students	27,802
» Fashion Clothing	221,630
» Fine Food/Wine	71,866
» Own an RV	97,901
» Art/Antique Collectors	164,025
» Boat Owners	489,090
» Cultural and Art Events	21,010



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***WINTER SPORTS* SKIERS, SNOWMOBILERS AND SNOWBOARDERS**

I . O THE NEXT GENERATION IN CONSUMER DATA

C] SELECTS

DESCRIPTION	BASE RATE
3 Month Hotline	\$10/M
Child's Age Range	\$10/M
Age Range	\$10/M
Credit Card	\$10/M
Donors	\$10/M
Education Level	\$10/M
Ethnicity	\$10/M
Gender/Sex	\$5/M
Home Owner	\$10/M
Income Range	\$10/M
Lifestyle Interests	\$10/M
Mail Order Buyers	\$10/M
Monthly Hotline	\$20/M
Presence of Children	\$10/M
SCF	\$7/M
State	\$5/M
Zip	\$10/M

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	\$8/M <i>Run Charge</i>
Re-use pricing available	\$70/M <i>+Select</i>
Telemarketing is not available	

E] CONTACT

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