

Reach Avid Gamers



The Avid Gamers file is comprised of individuals who enjoy gaming and have various gaming systems including Nintendo Wii, Xbox 360, Play Station, Nintendo DS, Sony PSP and PC gaming.

Segments	Price
Email	\$80.00 /M
Postal	\$80.00 /M
SMS/Mobile	\$150.00 /M
Multi Channel (Email & Postal)	\$120.00 /M
Multi Channel (Email & SMS/Mobile)	\$225.00 /M

Description

The **Avid Gamers File** is comprised of individuals who make gaming an integral part of their leisure and entertainment activities, and often part of their daily life.

These individuals span a diverse range of age, income and demographics, yet share a common interest with their enthusiasm for gaming. They are tech-savvy and like to remain on the cutting edge of new products, games, accessories and information to heighten their virtual experience.

This file contains email, postal and SMS data and is ideal for retail offers, games, social networking sites, magazines and all things pertaining to gaming.

Users have identified game systems including Nintendo Wii, Xbox/Xbox 360, Play Station (PS3), Nintendo DS, Sony PSP and PC gaming.

Suggested Usage: Computer Equipment, Entertainment Offers, Game Consoles, New Game Releases, Special Events, and Video Games.

Contact Us For More Information

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ID Number	281659
Universe	16,853,164
List Type	Consumer
Source	Internet Opt-in e-mail
Permission Level	Confirmed Opt-in
List Maintenance	
Market entry	01/29/2010
Counts through	01/18/2013
Selects	
Age	No charge
Age of Child	No charge
Gender	No charge
Homeowner	No charge
Household Income	No charge
Income	No charge
Lifestyle Interest	No charge
Marital Status	No charge
Monthly Hotline	No charge
Presence of Children	No charge
SCF	No charge
State	No charge
Zip Code	No charge
Geography	Domestic (US)
Addressing	
ADDITIONAL CREATIVE	250.00 /F
EMAIL PERSONALIZATION	10.00 /M
EMAIL TESTING	No charge
EMAIL TRACKING	No charge
EMAIL TRANSMISSION	No charge
IMAGE HOSTING	No charge
POSTAL FILE DELIVERY	25.00 /F
RUN CHARGE	10.00 /M
SUPPRESSION FEE LESS THAN 250K NAMES -	300.00 /F
SUPPRESSION FEE MORE THAN 250K NAMES -	500.00 /F

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