

Reach American Bowling Enthusiasts



The American Bowling Enthusiasts file is comprised of a diverse demographic of individuals and families who share a passion for bowling.

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 **American Bowling Enthusiasts File** is comprised of a diverse demographic of individuals and families who share a passion for bowling. The file covers a wide range of demographics that span across various income ranges, age ranges, and ethnicities who actively engage in bowling as a hobby. These bowlers range from those who occasionally bowl on a social basis through dedicated members of competitive bowling leagues, as well as everything in between.

The file also includes families with children who bowl as a family and/or whose children bowl as a recreational or competitive hobby. Demographic selects include HH income, homeowner, gender, ethnicity, education, marital status, presence of children as well as age and number of children, in addition to bowling related selects. A full range of interest and lifestyle selects is also available as well as other sports and hobbies of interest. Geographic targeting allows you to reach active bowlers within any specified mile radius around a bowling facility, in addition to other geographic selects such as county, state, DMA or SCF.

Ideal list usage includes bowling alleys, bowling leagues, bowling equipment and apparel, bowling clubs, social media sites, youth clubs and organizations, books and magazines, online bowling resources, travel, gaming products, and much more.

Contact Us For More Information

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ID Number	321787
Universe	3,722,483
List Type	Consumer
Source	Internet, Opt-in Email
Permission Level	Confirmed Opt-in
List Maintenance	
Market entry	12/05/2011
Counts through	01/18/2013
Selects	
Age	No charge
Education	No charge
Ethnicity	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
Number of Children	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

> Targeted, Effective Results!
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