

## Reach Cycling Enthusiasts



The Avid Cycling Enthusiasts file is comprised of individuals with a passion for all things related to cycling.

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 Cycling Enthusiasts File** is comprised of individuals with a passion for all things related to cycling. These individuals encompass a wide variety of interests and experiences within the sport, including serious racing enthusiasts to leisurely cyclists who enjoy an occasional bike trip with their friends or family, to everyone in between.

These subscribers have provided detailed demographic information and specific lifestyle interests.

These individuals are highly responsive to products and services related to cycling such as, bicycles, cycling gear and accessories, cycling clothing, maintenance and tune up services, athletic clubs, cycling groups, active vacations, books, magazines and much more.

### Contact Us For More Information

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<b>ID Number</b>	279186
<b>Universe</b>	3,686,272
<b>List Type</b>	Consumer
<b>Source</b>	Internet Opt-in e-mail
<b>Permission Level</b>	Confirmed Opt-in
<b>List Maintenance</b>	
Market entry	12/24/2009
Counts through	01/18/2013
<b>Selects</b>	
Age	No charge
Gender	No charge
Income	No charge
Lifestyle Interest	No charge
Monthly Hotline	No charge
Online Buyer	No charge
Presence of Children	No charge
SCF	No charge
State	No charge
Zip Code	No charge
<b>Geography</b>	Domestic (US)
<b>Addressing</b>	
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