

## Reach Golf Enthusiasts



The Golf Enthusiasts file represents subscribers that have expressed an interest in participating in golf or watching golf events.

| 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 **Golf Enthusiasts File** represents subscribers that have expressed an interest in participating in golf or watching golf events. These subscribers have provided detailed demographic information including Age, Gender, Income, Lifestyle Interests, Marital Status, Presence and Age of Children, and Occupation.

Geographically target your email, postal, or SMS mobile messaging campaign via Zip Code, Zip Code Radius, SCF, City, County, Metro Area, State, Region or Nationally in the US.

#### PROFILE

- 20% Female - 80% Male
- Average Age: 42 - Average Income: \$77K

Additional Golf segmentation includes Golf Travel, Golf Apparel Buyers, Online and Golf Product Buyers.

Suggested Usage: All golf related promotions and offers including golf tournaments, golf events, golf travel, golf club memberships, golf magazine subscriptions, golf books and training videos, credit card offers, women's and men's sports and golf apparel, golf accessories & equipment, and many other consumer offers.

### Contact Us For More Information

Phone: 1.888.805.DATA (3282)  
 Email: [info@eTargetMedia.com](mailto:info@eTargetMedia.com)  
 Web: [www.eTargetMedia.com](http://www.eTargetMedia.com)

|  |                           |
|--|---------------------------|
| <b>ID Number</b>                       | 179986                    |
| <b>Universe</b>                        | 11,681,943                |
| <b>List Type</b>                       | Consumer                  |
| <b>Source</b>                          | Internet<br>Opt-in e-mail |
| <b>Permission Level</b>                | Confirmed Opt-in          |
| <b>List Maintenance</b>                |                           |
| Market entry                           | 02/18/2005                |
| 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                 |
| 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                 |

> Targeted, Effective Results!  
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