



OTHER SELECTIONS

Nth name,
key coding 5.00/M
Gender, Age, Income,
Presence of Children,
Own or Rent Home,
Geography
45.00/M per select

METHOD OF ADDRESSING

Diskette, 35.00 fee;
e-mail, 35.00 fee.
CD-Rom, 75.00 fee
FTP download

FORMATTING

Excel 00
Excel 97
CSV
ASCII

MAINTENANCE

Updated monthly.

Minimum record order
is 5,000.

Data Verified:
Daily

Red Blooded Buyers

Merged Male Oriented Magazine Masterfile

SUMMARY DESCRIPTION

What do subscribers to male adult entertainment magazines and male lifestyle magazines have in common besides being predominantly male? The answer is that they have lots of disposable income that they spend freely on entertainment, fashion, fitness, fun, automobiles, alcohol, gambling, and self indulgence.

LIST SOURCE

proprietary compilation, purchase analysis,

Price and Quantity

12 Month Universe (no phones) 6,377,885 nationwide
12 Month Universe (with phones) 4,014,172 nationwide

30 Day Hotline (no phones) 553,409
30 Day Hotline (with phones) 306,111

Base price \$140/M (name and address only)
with Telephone \$ 80/M additional
Hotline \$100/M additional

Call a
Certified Data Consultant
The List Company
1-877-247-4770



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