

Outdoor Barbecue, Grill, and Accessory Buyers

393,700 Last 12 Month Buyers
80,100 with E-mail Addresses

Description: These buyers have purchased barbecues, grills, and grilling/barbecue accessories via the Internet, specialty catalogs, and/or direct mail. This group of outdoor grillers loves hosting barbecues, and enjoys cooking for family and friends. They are interested in everything from the newest barbecues and grills to latest accessories and outdoor dining items. Reach them through direct mail, e-mail marketing, and/or telemarketing. Monthly hotline available.



Selections include: Age, Gender, Income, Recency, Frequency, Dollar Amount, Lifestyle Interest, E-mail Address

Ideal prospects for: Barbecues/Grills and Accessories, Grilling Products, Outdoor Dining Items, Home and Garden Center Offers, Specialty Catalogs, Seasonal Items, and Magazine Subscriptions

BASE (includes all selects) \$80/M

MATERIAL CHARGES

E-mail \$50/F

ADDITIONAL SELECTION CHARGES

SCF	\$5/M
State	\$5/M
Zip Code	\$5/M
Run Charges	\$8/M
E-mail Address	\$85/M
Deployment	\$10/M

Minimum Postal Order: 5,000

Minimum E-mail Order: 20,000

Net Name Policy: Please Inquire

Rental Price is for one time usage

Update Schedule: April 2010

For all inquiries, counts and orders please contact:
Marketing Department
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