

Biking: Bike and Accessory Buyers

361,700 Last 12 Month Buyers
42,700 with E-mail Addresses

Description: These buyers have purchased bikes and cycling equipment through the Internet, specialty catalogs, and/or direct mail. Purchases include bikes and biking accessories for both leisure and physical well-being. Over 60% of these bicyclists are men. Reach these buyers through direct mail, e-mail marketing, and/or telephone. Monthly hotline available.

Last 12 month buyers, male 225,500
Last 12 month buyers, female 136,200



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

Ideal prospects for: Health Clubs, Retail and On-line Sporting Offers, Specialty Catalogs, Sporting Apparel Stores, and Gift Items

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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