

NEW LIST

NASCAR ENTHUSIASTS

1649-1

11.4 million records

NASCAR enthusiasts buy over \$1 billion worth of merchandise each year. Also, according to Nielsen Media Research, a company that measures television audiences worldwide, NASCAR is the second-highest rated sporting event on television behind football. Reach these passionate and affluent fans with the right offer and they will respond.

Demographics include age, gender, income and geography. Lifestyle selects include contributor, mail order buyer, occupation, hobby, travel interest, credit card, diet, sport interest, pet owner, investor, and more (add \$10/M each).

NCOA processed quarterly.

Telephones are available for 1,137,000 records. (add \$25/M)

Email addresses counts and prices on request – please inquire.

Zip+4 appended

Minimum order 3,000 names.

Age: (add \$10/M)

18-25	113,729	46-55	3,042,397
26-35	1,281,760	56-65	2,377,565
36-45	2,130,198	66+	2,235,316

State Counts:

AK	12,187	ID	56,000	MT	39,635	RI	31,844
AL	250,140	IL	460,013	NC	532,524	SC	233,432
AR	134,896	IN	416,573	ND	35,640	SD	39,856
AZ	169,351	KS	124,583	NE	76,628	TN	350,537
CA	653,738	KY	297,200	NH	53,219	TX	566,076
CO	130,087	LA	147,083	NJ	228,704	UT	66,578
CT	115,274	MA	157,272	NM	43,597	VA	346,852
DC	7,254	MD	209,761	NV	70,825	VT	33,212
DE	38,139	ME	77,413	NY	556,111	WA	173,887
FL	637,208	MI	519,353	OH	677,087	WI	353,916
GA	346,195	MN	233,813	OK	143,864	WV	123,677
HI	19,198	MO	288,915	OR	129,724	WY	20,006
IA	185,233	MS	122,982	PA	660,091		

Suggested usage:

These responsive consumers are ideal prospects for auto racing and NASCAR related publications, videos and catalogs: NASCAR apparel, gifts, memorabilia and collectables and racing information.

Related Lists Available from Dunhill International:

- Sports Enthusiasts
- Hobbyists

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Presort	Inquire

Selection

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Key Code (6 digit)	\$5/M
Lifestyle	\$10/M
State/SCF/Zip	\$5/M
Telephones	\$25/M

Cancellation Policy

All orders cancelled before the mail date will incur a \$50 flat cancellation fee, along with \$10/M running charges plus shipping. Full charges will apply all orders cancelled after mail date.

M=per thousand names
 F=flat



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By Internet
www.dunhills.com
dunhill@dunhills.com


By Fax
 (561) 998-7880


By Mail
 6400 Congress Ave, Ste 1750
 Boca Raton, FL 33487-2898


By Phone
 (561) 998-7800
 M-F 9:00am-6:00pm