

NEW LIST

NASCAR ENTHUSIASTS

1649-0

9.9 million records

NASCAR enthusiasts bought \$1.4 billion worth of merchandise last year, according to ABC News. 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.

Telephones are available for 1.3 million records.

Minimum order 5,000 records

Age: (add \$15/M)

18-25	115,500	46-55	2,711,294
26-35	1,188,632	56-65	1,997,721
36-45	1,989,321	66+	,865,846

State Counts:

AK	8,692	ID	41,667	MT	29,387	RI	28,956
AL	214,448	IL	413,923	NC	450,139	SC	197,185
AR	111,000	IN	364,604	ND	28,364	SD	32,103
AZ	143,981	KS	108,011	NE	65,220	TN	303,987
CA	603,254	KY	260,552	NH	44,912	TX	501,072
CO	116,747	LA	124,924	NJ	217,644	UT	59,829
CT	107,112	MA	146,354	NM	36,000	VA	302,346
DC	7,064	MD	195,699	NV	64,722	VT	25,898
DE	33,201	ME	61,654	NY	501,055	WA	152,260
FL	577,954	MI	457,351	OH	602,723	WI	314,339
GA	300,020	MN	209,069	OK	118,812	WV	94,973
HI	15,580	MO	255,704	OR	111,664	WY	15,041
IA	157,982	MS	100,230	PA	592,575		

Suggested usage:

These responsive consumers are ideal prospects for auto racing and NASCAR related publications, videos and catalogs: NASCAR apparel, gifts, memorabilia and collectables, racing information and more. Accurate and updated demographic and psychographic data elements are available to assist you in identifying and segmenting your desired audience of prospects.

Related Lists Available from Dunhill International:

- Sports Enthusiasts
- Hobbyists

ORDER TOLL FREE 1-800-DUNHILL (386-4455) OR FAX 561-998-7880

Dunhill International's broad range of services includes Mailing, Telemarketing, and Email Lists, Email Address Appending, Telephone and Cell Phone Appending, Reverse Appending, List Management, List Brokerage and Consultation.

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Over 70 Years in the Mailing List Business

All lists are rented for one time use and may not be reproduced or reused without prior written permission.

\$85/M one time use
\$170/M unlimited use

Material

Barcode	Inquire
Diskette	\$50/F
E-mail/FTP	\$50/F
P/S Labels	\$15/M
Presort	Inquire

Selection

Demographics	\$5/M
Lifestyle	\$10/M
Key Code	\$5/M
SCF	\$5/M
State	\$5/M
Zip	\$5/M
Telephone	\$15/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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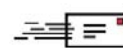
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By Internet
www.dunhills.com
reaching@dunhills.com



By Fax
(561) 998-7880



By Mail
One Park Place
Boca Raton, FL 33487-8239



By Phone
(561) 998-7800
M-F 8:30am-6:00pm