



RETAIL BASE

18,000,000 Sporting Goods product buyers \$ 120/M
 2,500,000 3 Month Hotline +\$ 15/M

Retailbase is a complete listing of retail product buyers who have purchased a variety of sporting good products and accessories. From team and club sports to exercise & health equipment, Retailbase captures the transaction via the UPC code, offering the most accurate buyer data on the market. These names are not available anywhere else – and they are 100% credit card buyers!

SELECT BY BUYERS OF EQUIPMENT AND ACCESSORIES AT \$+10/M

BASEBALL	896,816	EXERCISE TV SOLD	590,360	HUNTING & FISHING	1,321,738
BASKETBALL	1,102,710	EXERCISE EQUIPMENT	1,055,696	INLINE SKATES	423,989
BICYCLES	2,596,268	FOOTBALL	643,979	RACQUETBALL	93,628
BOWLING	722,358	GOLF	3,812,678	SOCCER	633,376
CAMPING & BOATING	1,155,509	HOCKEY	195,162	TENNIS	1,527,956
SKIING	1,321,366	HIKING/BACKPACKING	5,321,523	JOGGING/RUNNING	2,454,872
ROAD BIKING	3,005,624				

RETAILBASE is highly recommended for these mailers:

Sporting Events	Sports Merchandise	Sports Apparel
Publications	Fitness Equipment	Electronics
Videos	Music/Entertainment	Collectibles
Computer/Internet	Men's publications	Travel
Financial/Insurance	Credit cards	Gifts

Additional information

SOURCE:	Retail Buyers	DOLLAR SELECT:	+\$10/M
UPDATED:	Quarterly	GENDER SELECT:	+ \$ 5/M
MINIMUM ORDER:	10,000	STATE/SCF SELECT:	+ \$ 5/M
SPECIFICATIONS:	Sample mail piece required.	PRODUCT SELECT:	+\$10/M
MATERIALS:	\$25/L Mag Tape, Cartridge		\$50/L Diskette, Email

LIST MANAGER:

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